

Jagan Institute of Management Studies
End-Term Examination, September-October, 2017
Trimester I – PGDM 2017-19

Environmental Scanning
ET_PG_ES_2209

Time: 2 Hrs.

M. Marks: 50

INSTRUCTIONS: Attempt any FOUR questions including Q1 & Q6 which are compulsory.

- Q 1** Explain strategy adopted by JIO for entering Indian market. Explain steps being taken by Air Tel and Vodafone to meet JIO challenge **15**
- Q 2** Do you think Indian companies are facing serious challenges due to globalization? Suggest steps to be taken by companies for meeting new sales challenges due to globalization, liberalization, you can explain with the help of example. **10**
- Q 3** Write in detail about Make in India programme. Do you think it would help in increasing exports? **10**
- Q 4** Do you think demonetization was a correct step by Modi government if so explains impact on economy? How do you think demonetization will help in increasing tax revenue? **10**
- Q 5** Write short notes on any TWO of following **10**
- a) Doklam Crisis
 - b) Brics Summit
 - c) E commerce
- Q 6** You have done B Tech in electronics and now doing PGDM course. During PI Interview you have been asked few questions by GODREJ, suggest suitable answers **15**
- a) How would you provide growth to our company?
 - b) Why should you apply in our company?
 - c) Don't you think, you have wasted few years in doing electronics engineering?
