

Jagan Institute of Management Studies
End-Term Examination, April, 2017
Trimester III – PGDM (RM) 2016-18

Personality Development & Environmental Scanning
ET_RM_PD&ES_1904

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: The question papers have TWO SECTIONS. Both the SECTIONS are compulsory. Attempt both the SECTIONS in separate answer sheet

SECTION A

Attempt any THREE Questions including Q1 & Q4 are Compulsory.

- Q 1** a) Explain ‘Importance of Team - Work’.
b) Describe a time when you had to deal with an upset customer and how you handled it. **15**
- Q 2** Write an essay on any **ONE** of the following topic in 200 words:
a) Good Managers - Born or Made?
b) Computers dehumanize society.
c) Passion without intention is aimless. **10**
- Q 3** One of your old customers hasn’t placed any order with you for the last six months. Write an e-mail to him soliciting his orders for the supply of goods you are dealing in. **10**
- Q 4** a) What makes you the best candidate for the Retail job? State your three best strengths with examples?
b) What motivates you in your retailing career? **15**

Section B

Attempt any TWO questions.

- Q 5** Discuss any **THREE** of the following:
a) Current trends of FDI in the Indian retail sector.
b) Pradhan Mantri MUDRA (Micro Units Development & Refinance Agency) Yojana (e. g. the ‘Shishu’, ‘Kishore’ and ‘Tarun’ schemes).
c) SIDBI and its role in the MUDRA scheme.

- d) Growing global terrorism and its effect on world trade.
- e) Impact of merger between Idea & Vodafone in the Indian telecom market

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Q 6 The advent of e-commerce sites like Flipkart, Amazon India & Snapdeal have heralded a new age of Indian consumerism. In terms of numbers, the Indian e-retail may seem like a juggernaut, but a glance at the bigger picture tells a different story with the unorganized retail sector still accounting for 92% of all retail revenue. In view of the above statement please answer the following:

- a) What are the macro drivers of change in the Indian retail industry?
- b) Construct future scenarios for the Indian retail sector.
- c) What are the implications for the top three firms in the e-retail sector and the organized sector?

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Q 7 Countries have become more interconnected via trade and production as movement across the planet has become quicker and more cost-efficient. But this trend may be in jeopardy of moving backward, according to Joe Quinlan, Chief Market Strategist at Bank of America Merrill Lynch's US Trust division. "The world is turning its back on globalization", Quinlan told Business Insider recently.

However, even though the world is experiencing a spike in geopolitical crises e.g Ukraine, Syria, South China Sea, BREXIT, US protectionism etc., the world markets, including the Indian market, have for the most parts been unperturbed by these recent events.

Do you agree with the apprehensions of Joe Quinlan about de-globalization or do you think the rise in global tensions need not necessarily lead to de-globalization. Please detail out your viewpoint.

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