

University of Pune
Department of Management Sciences
MBA-BT Semester IV
Mid-Sem Exams Feb 2011

405- Business Development

Maximum Marks: 40

Time: 2Hrs

Instructions:

- a. Question No 1 is compulsory
- b. Answer any two of the remaining
- c. Maximum marks are given in brackets

Q1. a) How do business development managers analyze competition? **(8)**

b) Apply the concepts of competition analysis to rate and rank any company you are familiar with and its two main competitors. **(8)**

Q2. “Business development gives long-term-lasting results if it is done in sync with the social development”- Comments **(12)**

Q3. What are the reasons for a very wide gap between the global BT giants and the leading Indian companies? What steps will you suggest to reduce the gaps in near future? **(12)**

Q4. Write short notes on (any two) **(12)**

- a) Future of the globalization movement
- b) E-Commerce for rural area
- c) New trends in BT business