

2021

BUSINESS ADMINISTRATION — HONOURS

Paper : A404-GE-4

(India's Diversity and Business)

Full Marks : 80

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

*Answer **any five** questions.*

1. What are major sources of livelihood for people in India both in the rural and urban areas? Do you see any major differences in the sources of livelihood in rural and in urban areas? 10+6
 2. Discuss the traditional sources of livelihood in India. Why do you think that the traditional sources are fading away? Substantiate your opinions with evidence. 8+8
 3. Explain India's Social Diversity spectrum in detail. 16
 4. What is Work Force Diversity? Why is managing Diversity important at workplace? Explain. 6+10
 5. What are the regional bases of India's Diversity? 16
 6. "Diversity Can Drive Innovation." — Explain with a suitable example. 16
 7. What are the differences between rural and urban consumers in marketing context? 16
 8. Discuss the impact of Cultural Diversity on business. 16
 9. Write short notes on (**any two**): 8×2
 - (a) Demographic Diversity
 - (b) Rural Marketing
 - (c) Economic Inequalities
 - (d) Ethnocentrism.
 10. Explain the term Co-ordination. Co-ordination is a binding force in an organization. — Explain. 16
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