



PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT

Max Marks: 100

Max Time: 3 hours

Weightage: 40 %

Set A

COMPREHENSIVE EXAMINATION

I Semester 2016-2017 Course: **MBA A 201: Contemporary Issues in Management**

17th December, 2016

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- Instructions:**
1. Identifying issues and addressing them in a logical manner would be rewarded.
 2. No assumptions are required to be made.
 3. Additional relevant information can be brought in to justify answer.
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Part A

(5 Q x 10 M= 50 Marks)

Read the case-1 titled, "Corporate Social Responsibility of Coca-Cola" and answer the following questions:

1. Analyse the strategies adopted by Coca-Cola relating to:
 - a. Corporate social responsibility
 - b. Environmental responsibility and
 - c. Water sustainability
2. What are the challenges faced by Coca-Cola with regard to its sustainability initiatives in India?
3. What could be the reasons for the growing criticism against Coca-Cola in India? Explore ways in which the company could address this issue.
4. What are the responses of Coca-Cola to the conflicts cited in India?
5. Should the cited conflicts affect Coca-Cola's CSR Policy?

Part B

(5 Q x 10 M= 50 Marks)

Read the Case-2 titled, "Make in India" and answer the following questions:

1. What should be the road ahead for India; manufacturing or innovation?
2. Do you think that for overall growth of the economy, manufacturing and innovation should go hand in hand in order to achieve sustainability?
3. What are the likely business models that could emerge from this policy change?
4. Discuss the concept of 'Change Management' in business in the current context.
5. Discuss the approaches of large and small scale industries in the said context.