

APRIL 2012

**BUSINESS MANAGEMENT
BUSINESS ENVIRONMENT & ETHICS**

Time: 3 I Irs

Max. Marks: 80

SECTION-A

15x3=45

1. Define Business Environment. Explain in brief the Macro Environmental factors affecting business.

OR

Slate the major provisions of WTO which makes it an apex body different from other international organizations.

2. "Ethics does not carry ethical thing only. It makes business sense too". Substantiate this statement by highlighting the importance of ethics in the corporate world.

QR

State the objectives and dimensions of Industrial Policy 1991.

3. What is Globalization of Business? Bring out the challenges of globalization.

OR

What is 'Corporate Governance'? Explain the factors influencing corporate governance.

SECTION - 13

5x5 = 25

Answer any five questions. Case is compulsory.

4. Explain the functions of IMF.
5. DWJeventiate bcVwcn WTO aivd G /VTT.
6. Explain the economic roles of government.
7. Briefly explain the different ways of achieving privatization.
8. Write a note on SWOT analysis **in** strategic management process.
9. Write a note **on** Social Responsibility of Business towards consumers and shareholders.
10. Case study:

On October 30, 2006, KFC Corporation (KFC), a leading fast food restaurant chain, announced that all its 5,500 restaurants in the United States (US) would start using cooking oil that did **not** contain trans-fatty acids (trans fats). The company said that it would replace the partially hydrogenated soyabcan oil that was being used in KFC restaurants with the low **linolenic** soyabean oil. This announcement made by KFC was hailed as a victory for the consumer advocacy groups and nutrition experts who had been campaigning for a ban *on* trans fats.

Some activists said thai popular fast food companies like KFC could at least use some labels or signs to make their customers aware of the level of trans fats in their food products. KFC released a 15 second TV commercial that promoted the fact that **KFC** famous chicken contained zero trans fats. However, despite taking steps to eliminate trans fats in its menu, KFC had to confront criticism. "Nutrition experts felt thai **eal**

too much food that has been fried in oil, even if it were free from trans fats, would also lead to obesity and heart disease.

Questions:

List the issues and constraints faced by fast food companies, restaurants, and food establishments in dealing with the trans-fats problem?

SECTION - C [1 mark each]

1x10=10

- a) What is Social Orientation of business?
- b) State any two objectives of social audit.
- c) Expand SEZ.
- d) Give any two functions of Asian Development Bank.
- e) What are 'Intellectual Property Rights'?
- f) Mention any two objectives of World Bank.
- g) Name any two countries which follow communism.
- h) Distinguish between capitalism and socialism (any two).
- i) State any two reasons for poor performance of public sector units.
- i) Mention any two techniques of environmental analysis.

CREDIT BASED SECOND SEMESTER B.B.M. DEGREE EXAMINATION
APRIL 2013
BUSINESS MANAGEMENT
BUSINESS ENVIRONMENT & ETHICS

Time: 3 Hrs

Max. Marks: 80

SECTION – A**Answer any Three questions.****3 x 15 = 45**

1. Explain the major elements of environment that influence business.
2. What are your arguments for and against corporate social responsibility?
3. State and explain the mechanism of corporate governance.
4. Bring out the nature and causes of globalization of industry.

SECTION – B**Answer any Five questions (Case is compulsory).****5 x 5 = 25**

5. Write a brief note on Privatisation and Disinvestment.
6. What is Monetary Policy? Explain the qualitative methods of monetary policy.
7. Explain the functions of WTO.
8. Bring out the role of government in regulating and promoting business.
9. Briefly explain the objectives of the Industrial Policy of 1991.
10. Evaluate the World Bank's assistance to India.
11. Case study.

TELCO opened bookings for different models of its proud small car Indica in late 1998. The consumer response was overwhelming. Most of the bookings were for AC models, DLE and DLX. The DLE model accounted for more than 70 percent of the bookings.

TELCO has planned to commence delivery of the vehicles by early 1999. However delivery schedules for the AC models were upset because of some problems on the roll out front. According to a report in the Economic Times dated 13 March 1999, TELCO officials attributed the delay to non – availability of air conditioning kits.

Subros Ltd., supplies AC kits for the DLE version and Voltas is the vendor for the DLX version. Incidentally, Subros is also the AC supplier to Maruti Udyog Ltd.

TELCO officials alleged that Subros was being pressured by the competitor to delay the supply of kits. "If this continues we will be forced to ask Voltas to supply kits for the DLE version too" a company official said.

Question:

Evaluate the ethical issues involved in the case.

SECTION – C**12. Answer all the questions:****10 x 1 = 10**

- a) What is fiscal policy?
- b) Define public sector enterprise.
- c) Give the meaning of privatization.
- d) Mention any two objectives of World Bank.
- e) What is meant by population density?
- f) What is capitalism?
- g) What are Special Economic Zones?
- h) Expand UNIDO.
- i) Who is the present Finance Minister of India?
- j) What is a patent?

CREDIT BASED SECOND SEMESTER B.B.M. DEGREE EXAMINATION
APRIL 2014
BUSINESS MANAGEMENT
BUSINESS ENVIRONMENT AND ETHICS

Time: 3 Hrs

Max. Marks: 80

SECTION – A**Answer any THREE questions****15x3=45**

1. Explain the internal and external environmental factors affecting business.
2. What is Business Ethics? Explain the importance and types of business ethics.
3. a. Explain the economic roles of Government. **(5 marks)**
 b. Analyse the Industrial policy of 1991. **(10 marks)**
4. Illustrate the functions of IMF. Give the structure and the organization of IMF.

SECTION – B**Answer any FIVE questions. Case study is compulsory****5x5=25**

5. List out the factors influencing social orientations of business.
6. Write a note on SEZ.
7. What are the features of globalization?
8. State the objectives of intellectual property rights.
9. State the purposes of World Bank.
10. 'Taj' is a luxurious hotel situated in the heart of the city. The hotel does not have a garbage disposing arrangement. They dispose off their leftovers in municipal waste bin meant for domestic waste, which is smaller in quantity. The improper handling of organic waste has led to a large breeding of flies, rats etc. that are responsible for the spread of diseases.
 - * As a resident of their area what grounds will you create an awareness among your neighbours.
 - * What are your expectations from the management of the hotel?

SECTION – C**11. Answer all questions****1x10=10**

- a) Mention any two unethical practices followed by Businessmen.
- b) Expand GATT.
- c) Mention any two objectives of SEZ.
- d) What are patents?
- e) Give two examples of mixed economy.
- f) Expand IDBI.
- g) When was WTO set up?
- h) Define 'Social audit'.
- i) What is the purpose behind introducing disinvestment?
- j) What is TRIMS?

CREDIT BASED SECOND SEMESTER B.B.M. DEGREE EXAMINATION
APRIL 2015
BUSINESS MANAGEMENT
BUSINESS ENVIRONMENT AND ETHICS

Time: 3 Hrs

Max. Marks: 80

SECTION – A

Answer any THREE questions**15x3=45**

1. “Firms which systematically analyse and diagnose the environment are more effective than those who don’t”. Elucidate.
2. What is corporate Governance? Explain its need and importance in the Indian context.
3. Critically examine the salient features of Indian Industrial Policy.
4. What do you understand by globalization? What are its advantages and disadvantages?

SECTION – B

Answer any FIVE questions.**5x5=25**

5. Define business ethics. State the factors governing business ethics.
6. Explain in brief the internal environmental forces that influence business.
7. What are the responsibilities of business to government?
8. Write a brief note on Privatisation and Disinvestment.
9. State the functions of WTO.
10. Write a note on TRIPS.

SECTION – C

11. Answer all questions**5x2=10**

- a) What is monetary policy?
- b) What do you mean by Whistle blowing?
- c) What are special economic zones?
- d) What do you mean by TRIMS.
- e) Why India is called a mixed economy?

BBM 202.1

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**CREDIT BASED SECOND SEMESTER B.B.M. DEGREE EXAMINATION APRIL 2016
BUSINESS MANAGEMENT
BUSINESS ENVIRONMENT & ETHICS**

Time: 3 Hrs.

Max. Marks: 80

SECTION – A

I. Answer any THREE questions: 3×15=45

1. Define Business Environment. Explain in brief the micro and macro environmental factors affecting business.
2. What is meant by Business Ethics? Explain the objectives, importance and the factors influencing business ethics.
3. State the features and dimensions of Industrial Policy 1991.
4. What is globalization? State its advantages and disadvantages.

SECTION – B

II. Answer any FIVE questions: 5×5=25

5. What is Corporate Governance? State the factors governing corporate governance.
6. Write a note on 'WTO'.
7. State the importance of SEZs.
8. State the social responsibility of business towards consumers and Government.
9. Write a note on an 'Disinvestments'.
10. Give a brief note on corporate Culture and Ethical culture.

SECTION – C

11. Answer all the questions: 5×2=10

- a) What is privatization?
- b) What is LPG?
- c) What is TRIPS?
- d) What is meant by 'Intellectual Property Rights'?
- e) What is 'whistle blowing'?
