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Total Number of Pages: 02

MBA

15MNG 202

2nd SEMESTER MBA REGULAR EXAMINATION, 2015-16

BUSINESS, ENVIRONMENT AND SOCIETY

Branch : MBA

Time : 3 Hours

Max marks: 100

Q.CODE- 15MNG 202

*Answer Part-A which is compulsory and any four from Part-B.
[The figures in the right hand margin indicate marks]*

PART-1

Q1 Fill up the gaps:

(2X10)

- The _____ act was passed in _____ to implement the industrial policy resolution of 1948.
- Fiscal policy is connected with government _____ and _____.
- Process of dumping _____ waste in a scientifically designated land area is called _____.
- According to the WHO, the optimum noise level for daytime is _____, whereas for night it is _____.
- Acid rain is one of the side effects of air pollution which is caused by the emissions of _____ and _____.
- Bharat Swabhiman Trust is established by _____ which campaigns against _____.
- NCLP stands for _____, which is a project to eliminate _____ in India.
- The Delphi technique is a systematic _____ method that involves structured interaction among _____ on a subject.
- _____ is a national campaign, officially launched by _____ to make India clean.
- The government of India enacted the _____ act of 1986 under Article _____ of the Constitution for the protection and improvement of the human environment and the prevention of hazards to human beings, other living creatures, plants and property.

Q2. Answer the following questions briefly. (2x10)

- a) What do you mean by ETOP?
- b) Distinguish among caste, class and tribe.
- c) Define e-waste.
- d) Mention two causes of radioactive pollution.
- e) What is POA act?
- f) Mention two objectives of social audit.
- g) How is classical unemployment different from frictional unemployment?
- h) What is meant by SROI?
- i) How does Competition Act, 2002 affect business?
- j) What is religious pluralism?

PART-B

Q3. (a) What is meant by globalization? Name the different strategies used for globalizing a business and explain one of them in detail. (7.5)

(b) Evaluate the impact of globalization on retail sector in India. (7.5)

Q4. a) What are the causes of increase of violence against women in recent times? (7.5)

b) Suggest measures to curb domestic violence against women? (7.5)

Q5. a) Classify cybercrimes and explain any two with suitable examples. (7.5)

b) Discuss the general measures to prevent cybercrimes? (7.5)

Q6. a) What is SWOT analysis? How does it benefit a company? (7.5)

b) Apply SWOT analysis to Indian Railways. (7.5)

Q7. a) Why should business develop a sense of social responsibility? (7.5)

b) Discuss the current CSR practices in India towards protection and preservation of environment. (7.5)

Q8. Write short notes on any two: (7.5 x2)

- a. Causes and control measures of marine pollution.
- b. Earthquake risk mitigation
- c. Population Control