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Total Number of Pages : 01

MBA
15MNG202

2nd Semester Back Examination 2018-19
BUSINESS, ENVIRONMENT AND SOCIETY

BRANCH : MBA

Time : 3 Hours

Max Marks: 100

Q.CODE : F236

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- What do you mean by Business Environment ?
- Explain the term Technological Transfer ?
- What do you mean by unfair trade practice ?
- Why R&D activities are essential ?
- Why should we update technology ?
- What is Environment Typology ?
- Explain profit concept of business .
- What is CSR policy ?
- Define Social Return on Investment .
- Differentiate Philanthropy and CSR .

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- What are Government responsibilities to business ?
- What are the micro-economic factors affecting the business environment ?
- What are the components of environmental pollution ?
- Why should we make an environmental analysis before setting up a business ?
- Explain what is disaster management .
- The major creators of waste are business houses. Comment.
- Explain the activities of E-Chaupal .
- Why CSR activity is not growing fast in India ?
- What welfare activities Tata group has created a century ago? Discuss.
- Do you agree that business should support inclusive growth and equitable distribution of wealth? Justify your answer.
- Why should business promote the well-being of its employees?
- Discuss the causes of corruption in India, particularly by business houses.

Part-III

Q3 Only Long Answer Type Questions (Answer Any Two out of Four)
The Companies Act 2013 describes activities to be undertaken as CSR. Enumerate them . (16)

Q4 Why is CSR needed? Explain the factors influencing CSR. (16)

Q5 India has more than 60% of its population in the age group of 18-35. That is why it is often told that India has large demographic dividend. Critically comment the statement . (16)

Q6 Explain the role of the stakeholders of a business house in formulating and shaping the business environment in the country. (16)