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Total Number of Pages : 2 AR-19

MBA 1ST SEMESTER EXAMINATIONS (REGULAR), NOV/DEC 2019
MB107 -BUSINESS ENVIRONMENT AND ETHICS

Time : 3 Hours

Maximum : 100 Marks

The figures in the right hand margin indicate marks.

PART – I: (Multiple Choice Questions) 10x1=10 Marks

Q.1. Answer All Questions.

- a Is the process of analyzing the environment for the identification of factors which have impact on or have implication for the business.
a)Forecasting b) assessment c) scanning d) none of these
- b -----is concerned with holding the balance between economic and social goals and between Individual and communal goals.
a) Corporate Management b) Corporate governance c) Business ethics d) None
- c Is concerned with the withdrawal of State from an industry or sector, partially or fully
a) Liberalization b) Modernization c) Privatization d) Globalization.
- d Which policy is concerned with raising revenue through taxation and deciding on the level and Pattern of expenditure?
(a) Monetary policy (b) fiscal Policy (c) Cash policy (d) None of these
- e -----refers to the external forces which have a bearing on the functioning of the business.
(a) Environment (b) Culture (c) System (d) None of these
- f These are forces in the company’s immediate environment that affect the performance of the Co.
(a)Macro environment (b) Micro environment
(c)Technological environment (d) Natural environment
- g Communication begins with
(a) Encoding (b) Idea origination (c) Decoding (d) channel selection
- h The Least used communication channel in an organization is usually
(a) Upward (b) Downward (c) Diagonal (d) Horizontal
- i The difference between what the public thinks it is getting in audited financial statements and what the public is actually getting is known as:
a) Credibility gap b) Expectations gap c) Audit gap d) Stewardship gap e)None of the above
- j Ethical corporate behavior is expected to lead to:
(a) Higher profitability in the short-term
(b) Higher profitability both in the short-term and long-term
(c) Lower profitability in the long-term
(d) Higher profitability in the long-term
(e) Lower profitability both in the short-term and long-term



PART – II(A): (Short Answer Questions)10x2=20 Marks

Q.2. Answer ALL questions

- a What are human values?
- b What are ethical values?
- c What are the three types of Inquiry?
- d What are the two models of a professional society?
- e Define the term business.
- f What is Business Environment?
- g What is Multinational Corporation ?
- h What are the forms of foreign capital?
- i What is ‘Geopolitical Dimension’?
- j What is an economic system?

PART – II(B): (Short Answer Questions)8x5=40 Marks

Q .03. Answer Any Eight from the following questions

- a. Write short note on environmental analysis or scanning.
- b. What are the characteristics of Business Environment?
- c. Briefly discuss various elements of micro-environment.
- d. Write short note on political environment.
- e. Bring out the role of infrastructure in the growth of a country.
- f. Explain the concept financial collaborations.
- g. Outline the trade and pattern of industrialization in India.
- h. List out the recent developments in Telecom sector.
- i. Write a note on the relevance of Ethics in Marketing.
- j. List out those ethical principles which are relevant to Work Life.
- k. Discuss the factors that affect business ethics
- l. Explain the ethical theories in detail.

PART – III: Answer any two out of three 15x2=30

Only Long Answer Type Questions (Answer any Two out of Three)

Q4.

- a What is globalization? Why do companies go global? Briefly discuss the ways in which globalization is manifested.
- b Discuss the Porter’s five forces model of competitive analysis.

Q5.

- a Point out the constraints which inhibit the rapid growth of infrastructural facilities.
- b Critically examine the impact of FDI on Indian stock market.

Q6.

- a Explain ‘Code of Ethics’ and discuss the benefit of Managing Ethics at Work Place.
- b Discuss different ways in which unethical practices are going on in Financial Market.