



GIET UNIVERSITY, GUNUPUR – 765022

M. B. A (First Semester – Back Paper) Examinations, April' 2021

MB 107 – Business Environment and Ethics

Time: 2 hrs

Maximum: 50 Marks

The figures in the right hand margin indicate marks.**PART – I: (Multiple Choice Questions)****(1 x 10 =10 Marks)****Q. 1 Answer *ALL* questions**

- a. _____ is the process of analysing the environment for the identification of factors which have impact on or have implication for the business.
 - (i)Forecasting
 - (ii)assessment
 - (iii)scanning
 - (iv)None of these
- b. This is the Govt.'s strategy in respect of public expenditure and revenue which have a significant impact on business.
 - (i)Monetary policy
 - (ii)Fiscal Policy
 - (iii)Trade policy
 - (iv)Foreign exchange policy
- c. CII stands for
 - (i)Confederation of Indian Industries
 - (ii)Condition of Indian Industries
 - (iii)Classes of Indian Industries
 - (iv)Civilians of Indian Industries
- d. In which year Govt. of India appointed the Rangarajan Committee on disinvestment in PSEs
 - (i)1990
 - (ii)1991
 - (iii)1993
 - (iv)1996
- e. In the PEST frame work for environmental analysis, what does the letter E stands for
 - (i)Ethical
 - (ii)Economic
 - (iii)Educational
 - (iv)Educational
- f. The Branch of Govt. that is responsible for implementing or carrying out law and policy is referred
 - (i)The legislature
 - (ii)The executive
 - (iii)The Judiciary
 - (iv)The bureaucracy
- g. Why is business ethics important?
 - (i)Business has greater power and influence in society than ever before.
 - (ii)Business malpractices have the potential to inflict enormous harm on individuals, communities and the environment
 - (iii)Business continues to violate ethics, across countries and sectors.
 - (iv)All of the above
- h. Who is/are the key actors in business ethics in European Context?
 - (i)Only Government
 - (ii)Government, Trade unions and corporate associations
 - (iii)Government and Corporations
 - (iv)None of the above.
- i. Identify a factor that doesn't play an important role in attracting FDI
 - (i)Laws, rules and regulations
 - (a) (ii)Language
 - (iii)Cost of resources
 - (iv)Administrative Procedure and efficiency
- j. To determine a country's attractiveness to business requires
 - (i)A detailed analysis of elements in the macro environment
 - (ii)An assessment of the political and financial risks of doing business in that country

- (iii)An analysis of the competitive environment (iv)All of the above

PART – II : (Short Answer Questions)

(2 x 5 = 10 Marks)

Q.2. Answer **ALL** questions

- a. What do you mean by Micro Environment?
- b. What do you mean by Geopolitics and when did geopolitics start?
- c. What is ethics of business?
- d. What are the different sources for business ethics?
- e. What kind of external factors influence the process of business enterprises

PART – III: (Long Answer Questions)

(6 x 5 = 30 Marks)

Answer any **FIVE** questions.

3. Explain the Macro and Micro environmental factors? Why should we study this?
4. What is diversification? Explain its different types with real life examples.
5. Now a day sexual harassment is predominant in certain types of industries like cinema and airline industries. Explain the statement. What are the major features of programmes to deal with this?
6. Describe the role of infrastructure as a support to business survivability. Explain by considering transportation and communication as an example.
7. Describe Porters five force model.
8. Co relates its application to analyse competition in the Indian telecom industry.
9. Highlight on FERA and FEMA act of India.
10. What is the significance of 'energy'? Differentiate between commercial and non-commercial sources of energy?

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