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Name.....

Reg. No.....

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2016

(CUCSS)

BUS IC 05—ENVIRONMENT AND BUSINESS

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer all the questions.
Each questions carries 1 weightage.*

1. Distinguish between macro and micro environment for business.
2. What is green accounting ?
3. What is disinvestment ?
4. How does the Companies Act promote CSR in India ?
5. How does FDI influence retail trading in India ?
6. How does sustainability influence Business and the economy in turn ?

(6 × 1 = 6 weightage)

Part B

*Answer any four questions.
Each questions carries 3 weightage.*

7. How does Angel Investors support start ups in India ?
8. Explain how digitization would support E trade ?
9. State how Mergers and Acquisitions help in the process of globalization.
10. List out the names of three leading profit making Central Public sector undertakings of the country.
11. Illustrate with an example how corporate enterprises discharge their responsibility towards the society in terms of environment protection.
12. Explain the role of FIIs in the Indian capital market.

(4 × 3 = 12 weightage)

Turn over

Part C

*Answer any three questions.
Each questions carries 4 weightage.*

13. Trace the origin and functions of WTO.
14. Explain the key aspects of the industrial policy of the government of India.
15. What are the different forms of privatization for the Indian Industry ?
16. Explain the CSR initiatives of any corporate enterprise of your choice.
17. State the relevance of corporate ethics in promoting transparency in business operations.

(3 × 4 = 12 weightage)

Part D**Compulsory Question.**

The question carries 6 weightage.

18. The Honorable Prime Minister of India announced the policy on demonetization on November 8th 2016 by which currency notes of the denomination of Rs. 500 and Rs. 1000 were called back as legal tender money. The objectives stated were clear in terms of preventing corruption cutting at the roots of Black money and preventing terrorism from taking roots in this country. There is the need to move to a cashless economy with digital cash that would promote transparency in dealings and accountability for earnings. However, this was followed by reports of liquidity crunch and absence of money with the common man causing hardship and problems to small traders and the salaried class.

Considering the Indian Business environment, comment upon the policy of demonetization as viewed by :

- 1 A corporate business enterprise.
- 2 A street vendor.
- 3 A common customer.

Give cases in support of your argument.

(1 × 6 = 6 weightage)