

**Indian Maritime University**

**(A Central University, Govt of India)**

**End Semester Examinations – December 2023**

**Programme Name: BBA (Logistics, Retailing and E-Commerce)**

**Semester: III**

**Subject Code: UG31T3301**

**Subject Name: Business Organisations and Environment**

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Date: 07.12.2023

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

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General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

**Section A**

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. Which does not belong to the specific forces that shape the business environment?
  - A. Customers
  - B. Investors
  - C. Employees
  - D. Technological conditions
2. What foundational elements make up corporate ethics?
  - A. Morality
  - B. Business practice
  - C. Principles and values.
  - D. All of the above.
3. The original establishment of the framework for excellent corporate governance and accountability was made by
  - A. Nestle committee
  - B. Cadbury committee
  - C. Rowntree committee
  - D. Thornton committee
4. There are usually ..... key participants in corporate governance.
  - A. Three
  - B. Four
  - C. Five
  - D. Eight
5. A ----- between business and society is represented by CSR and corporate governance.
  - A. Social climate
  - B. Special contract
  - C. Social contract
  - D. Special climate

6. The term "whistleblower" refers to an employee
  - A. complains a lot to company management.
  - B. exposes organizational wrongdoing.
  - C. engages in unethical behavior.
  - D. refers disputes with other employees.
7. Managing change is an integral part of \_\_\_\_\_.
  - A. top management's job
  - B. every manager's job
  - C. middle-level management's job
  - D. the first-line manager's job
8. CSR is
  - A. Continuous process
  - B. One time process
  - C. Yearly process
  - D. None of these
9. The \_\_\_\_\_ corporation either concentrates on promoting its products internationally or domestically, depending on the market situation.
  - A. International
  - B. Global
  - C. Transnational
  - D. None of the above
10. MNC \_\_\_\_\_.
  - A. Multi-National Cooperation
  - B. Multi-National Company
  - C. Multi-National Corporation
  - D. Multi-National Collaboration

### Section B

Five Questions of 02 Marks each

11. Distinguish between 'micro' and 'macro' business environment.
12. Examine the impact of technology on business environment.
13. What is 'Business Ethics'?
14. Define the concept 'Competitive Advantage'. Give one example of it.
15. Write the full form of 'PESTEL'.

### Section C

Seven Questions of 10 Marks each of which any 05 questions to be answered.

16. Describe the different aspects of the business environment.
17. Why is it crucial for businesses to comprehend their environment? Explain.
18. Define business ethics and explain its significance?
19. Highlight the principles of Corporate Governance. Explain in detail.
20. Explain the advantages and disadvantages of Corporate Governance
21. "Globalisation has moved power away from nation states and towards consumers everywhere." Explain the statement.
22. List out the various positive impacts of liberalization and globalization.