

Department of Marketing and Supply Chain Management

End Term Examination

May-2017

MBA (SCM) Semester II

Title: Business Environment and Ethics

Course Code: PGSCM2C007T

Time Allotted: 2 hrs

Max. Marks: 50

Min. Marks: 25

Section A

This section contains eight MCQ's/True-False/Fill in the blanks.

All questions in this section are compulsory. Each question carries 1.5 marks.

1. Intermediaries are part of
 - A. Internal environment
 - B. Macro environment
 - C. Micro environment
 - D. All of these
2. The policy concerned with raising revenue through taxation and deciding on the pattern of expenditure is
 - A. Monetary policy
 - B. Fiscal Policy
 - C. Industrial policy
 - D. EXIM policy
3. The rules or principles that define right or wrong conduct are known as
 - A. Ethics
 - B. Dilemma
 - C. Social Responsibility
 - D. None of these
4. It is concerned with holding balance of economic and social goals, between Individual and communal goals.
 - A. Corporate Policy
 - B. Corporate Governance
 - C. Corporate Strategy
 - D. None of these
5. Which sector got priority in the 1st five year plan?
 - A. Communication
 - B. Industrial
 - C. Infrastructure
 - D. Agriculture
6. Which environment is not part of macro environment?
 - A. Demographic
 - B. Geographical
 - C. Public
 - D. Political
7. The aim of EXIM policy is to
 - A. Enhance the exports
 - B. Reduce imports
 - C. Both of these
 - D. None of these
8. The industrial policy.....focused on liberalisation, privatisation and globalisation.
 - A. 1948
 - B. 1956
 - C. 1980
 - D. 1991

Section B

This section contains Short Answer Type Questions.

Attempt any three questions selecting one from each unit. Each question carries six marks.

Unit –I

Q. No.9. Discuss the importance of business environment.

Q. No.10. Describe the concept and causes of inflation.

Unit –II

Q. No.11. Write a short note on economic planning in India.

Q. No.12. What are the objectives of formulating EXIM policy?

Unit –III

Q. No.13. Discuss the concept and evolution of business ethics.

Q. No.14. Write a short note on corporate governance.

Section C

This section contains Long Answer Type Questions.

Attempt any two questions out of three. Each carries 10 marks

Q. No.15. Explain in detail the external environment of business.

Q. No.16. Write a detailed note on industrial policy and fiscal policy of government.

Q. No.17. Describe the opportunities and challenges in business ethics.