

**4Q**

Reg.No. \_\_\_\_\_

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
**FIRST TRIMESTER MBA DEGREE EXAMINATION OCTOBER 2016**

**MBA 16 BUSINESS AND SOCIETY**

Max. Marks: 60

Duration: 3 Hours

**Part A**

**Write short answers to all questions. Each question carries 2 marks**

1. How business, government and society are different?
2. What are the pros and cons of trade on the development of the Country?
3. How do Indian companies cope with global competition?
4. What are the reasons mostly said for climate change?
5. What is environmental audit?

(5x2 marks = 10 marks)

**Part B**

**Answer any 3 questions. Each question carries 10 marks**

6. How do poverty and inequality adversely affect business strategies and economic development of the country?
7. Globalization makes the business environment increasingly global even for domestic firms. Do you agree? What are your arguments?
8. What is BOT? Discuss the privatization of Telecom sector in India
9. Describe the various types of renewable and non-renewable energy resources
10. Explain the various strategies and policy measures advocated to achieve sustainable development

(3x10 marks = 30 marks)

**Part C**

**Compulsory question, the question carries 20 marks**

11. Answer the questions given at the end of the case

M/s XYZ is a company producing and marketing baby products like milk product named "Baby Milk" since 1986. The company's growth was overwhelming in those years. Due to globalization, many other products are now easily available in the market. Naturally competing products as well as number of competitors increased. The product kicked-up to stagnancy in the market.

The company CEO Mr. Mukundan arranged a meeting where he called upon the newly appointed Production Manager Mr. Unnikrishnan and Marketing Manager Mr. Rao. The

Production Manager Mr. Unnikrishnan was hired from a multinational company. Both Mr. Unnikrishnan and Mr. Rao presented several ideas for the upcoming of the company. Mr. Unnikrishnan's ideas got the attention of the members present in the meeting. He suggested that the company can achieve a rising graph in the market and cater the needs of the consumers by adding some energy booster and extending the expiry date even though the chemicals used for this is quite hazardous to new born babies.

The studies undertaken by various R&D experts of the company showed that it would create deficiencies to the babies because the energy booster contains chemical substances. Though the side effect of this is well aware of, Mr. Unnikrishnan recommended to populate the demand and supply of 'Baby Milk' in the market. He also suggested hiding the chemical name during advertising and labeling of the product by bribing politicians and administrators.

#### Questions

- a. If you are the CEO of the company, what would be the final decision?
- b. Would Unnikrishnan's ideas be beneficial to M/s. XYZ?

(20 marks)