

Reg. No. _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FIRST TRIMESTER MBA DEGREE EXAMINATION OCTOBER 2017

16 BUSINESS AND SOCIETY

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. Comment on the significance of 'Triple Bottom Line' mean?
2. Briefly mention the strategies that companies engage to tap the potential of 'Bottom of the pyramid'.
3. Elucidate the consequences of Pollution on environment.
4. 'Sustainable development is a social movement'. Brief on the above statement.
5. 4Rs are the foundation of sustainability. Briefly outline the statement.

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. Do you agree with the statement 'NGOs are playing a major role in the welfare and development of the society throughout India'? Substantiate your answer with examples.
7. Explain the role of Government in business. What are the changes that have taken place in Indian Business scenario after Globalization?
8. Explain how economic growth, poverty and inequality are related. What impact can recession have on economic growth of a country?
9. Explain how the various elements of Socio – Cultural Environment affect business. How does the current demographic trends of India support businesses?
10. Give an account of the ecosystem prevailing in India. How can the various threats to the ecosystem be minimized?

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. Case Study :

On 1 January 2016, the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development adopted by world leaders at an historic UN Summit officially came into force. Over the next fifteen years, with these new Goals, countries will mobilize efforts to end all forms of poverty, fight inequalities and tackle climate change, etc. In accordance to achieve 7th goal of SDG: 'Affordable and Clean Energy', India has announced a policy of environmental protection to limit the use of fossil fuels. As an impact, many automobile manufacturers that used to produce cars that ran on fossil fuels are now switching to mainly producing electronic cars.

Answer the following questions:

- a) Do you think that the present economic environment is favourable to business? Discuss and give your suggestions. (4)
- b) The formation of ozone hole in the Antarctic region has been a cause of concern. How can the decision made by the government in the above case reduce the Ozone depletion issue? (6)

- c) Explain about the various policies that have to be framed by the government to control impact of air pollution caused to the environment. (4)
- d) Why is sustainable development so often associated with protecting the environment? Comment on the challenges for sustainable development in our country and suggest ways to overcome the same. (6)
