

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FIRST TRIMESTER MBA DEGREE EXAMINATION(R&S), NOVEMBER 2019

Course Code: 16

Course Name: Business and Society

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions. Each question carries 2 marks.

Marks

Write short notes on:

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|---|-----------------------|-----|
| 1 | Business ethics. | (2) |
| 2 | Rural Urban Dynamics. | (2) |
| 3 | Globalisation. | (2) |
| 4 | Eco-friendly products | (2) |
| 5 | Environmental Audit. | (2) |

PART B

Answer any three questions. Each question carries 10 marks.

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| 6 | Discuss CSR activities of business units with relevant examples. | (10) |
| 7 | Describe the reasons for poverty in India. Mention some of the poverty alleviation programs initiated by the government. | (10) |
| 8 | Discuss the factors which affect the socio-cultural environment of business. | (10) |
| 9 | Explain Business Ecosystem and its importance. | (10) |
| 10 | What do you mean by sustainable development? Discuss its various dimensions. | (10) |

PART C

Compulsory Question. The question carries 20 marks.

11. Read the following case carefully and answer the questions given at the end.

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|----|---|------|
| 11 | Dev Anand is running an NGO to help street children. He receives government | (20) |
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grant of Rs.2 lakh for a project to teach the “out of school” children, who work at tea-stalls, do boot-polishing etc. A year passes, but Dev managed to utilize only Rs.50,000 from the grant. Despite his best efforts, he couldn’t convince many poor children or their families to join his NGO’s program.

As per the grant rules, Dev has to return all the unspent money back to government by the end of March 31st. But his colleague Pran suggests following:

- a) If they honestly return Rs.1.5 lakh back, then government officials will think that they are amateur, ineffective NGOs and they’ll substantially reduce their grant for next year or even worse. They’ll not give us any project next time.
- b) They should take help of CA Prem Chopra to manipulate our account books and show majority of the grant was utilized for education.
- c) Many other NGOs do the same thing. There is no problem and nobody will raise any objection, as long as we give 20% of the grant to SDM in charge of this project.
- d) They won’t use the money for personal needs, but for the street children only. Hence their action is fully ethical and moral.

Questions

1. Recommend the action to be taken by Dev Anand with the money.(8 marks)
2. Estimate major dimensions of ethical decision making and their relevance in this scenario. (12 Marks)