



USN

--	--	--	--	--	--	--	--	--	--

14MBA24

Second Semester MBA Degree Examination, June/July 2015
Business, Government and Society

Time: 3 hrs.

Max. Marks: 100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is Global Warming? (03 Marks)
- 2 What is Corporate Governance? (03 Marks)
- 3 What is Sustainable development? (03 Marks)
- 4 What do you mean by Intellectual property? (03 Marks)
- 5 Define Corporate social responsibility. (03 Marks)
- 6 What is Business Ethics? (03 Marks)
- 7 State the difference between social agreement and contract. (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Define Public policy. Explain its classification. (07 Marks)
- 2 What is the scope of Business ethics? (07 Marks)
- 3 Explain the rights and duties of an agent. (07 Marks)
- 4 Why is the BGS field important to managers? (07 Marks)
- 5 What is the difference between primary and secondary stakeholders? Give examples. (07 Marks)
- 6 Write a note on market capitalism model. (07 Marks)
- 7 Suggest measures for prevention of environmental pollution. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Explain the ways of creation of agency. (10 Marks)
- 2 Does Business have the power to change society? How? (10 Marks)
- 3 State the arguments in favour of CSR. (10 Marks)
- 4 Write a note on various conditions of sale. (10 Marks)
- 5 Define Business ethics. Explain some unethical issues at workplace. (10 Marks)



14MBA24

- 6 Write short notes on :
- a. OECD model. (10 Marks)
 - b. Environmental audit. (10 Marks)
- 7 State the obligations of business towards their society. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

It was a sports stadium. Eight children were standing on the track to participate in the running event.

Ready ! Steady ! Bang !!

With the sound of toy pistol, all eight girls started running.

Hardly have they covered ten to fifteen steps, one of the smaller girls slipped and fell down. Due to bruises and pain, she started crying. When other girls heard this sound, they stopped running, stood for a while and turned back, they all ran back to the place where the girl fell down. One among them bent, picked and kissed the girl gently and enquired whether pain had reduced.

All the seven girls joined hands together, lifted the fallen girl and walked together to reach the winning post.

Officials were shocked. Clapping of thousands of spectators filled the stadium. Many eyes were filled with tears.

Yes, the sport was conducted by National Institute of Mental Health, Hyderabad.

All these girls were spastic, mentally challenged special children.

Questions :

- a) What did they teach the world? (10 Marks)
- b) Can you apply this incident to the modern business environment, where there is cut throat competition? If so how? (05 Marks)
- c) Can you afford this kind of attitude in business? (05 Marks)
