

C 32263

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Name.....

Reg. No.....

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2017

(CUCSS)

BUS 1C 05—ENVIRONMENT AND BUSINESS

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer all the questions.
Each question carries 1 weightage.*

1. Define environmental scanning.
2. What is fiscal policy ?
3. Expand TRAI and list out three objectives.
4. Define corporate governance.
5. What is liberalization ?
6. Define Trade Mark.

(6 × 1 = 6 weightage)

Part B

*Answer any four questions.
Each question carries 3 weightage.*

7. Explain the Economic reforms in India after independence.
8. What are the objective and functions of SEBI ? Explain.
9. Explain social groups in India social environment.
10. Write a detailed note on FEMA.
11. Write a short note on technological environment in India.
12. Discuss Intellectual property rights from the Indian context.

(4 × 3 = 12 weightage)

Turn over

Part C

*Answer any three questions.
Each question carries 4 weightage.*

13. Explain the micro and macro environment of business in detail.
14. "Corporate Social responsibility is best suit in theory but not practical". Discuss.
15. Discuss the present condition of small and micro enterprises in India.
16. Whether RBI play vital role in Indian Economy ? Explain.
17. Explain the impact of exchange rate fluctuations on Indian business with the suitable example.

(3 × 4 = 12 weightage)

Part D**CASE STUDY- COMPULSORY (6 weightage)**

18. Coca-Cola was accused of causing water shortages in - among other areas - the community of Plachimada in Kerala, Southern India. In addition, Coca-Cola was accused of water pollution by discharging wastewater into fields and rivers surrounding Coca-Cola's plants in the same community. Groundwater and soil were polluted to an extent that Indian public health authorities saw the need to post signs around wells and hand pumps advising the community that the water was unfit for human consumption. In 2000, the company established its production operations in Plachimada. Local people claimed that they started experiencing water scarcity soon after the operations began. The State Government initiated proceedings against Coca-Cola in 2003, and soon after that the High Court of Kerala prohibited Coca-Cola from over-extracting groundwater. By 2004 the company had suspended its production operations, while it attempted to renew its license to operate. Coca-Cola argued that patterns of decreasing rainfall were the main cause of the draught conditions experienced in the area. After a long judicial procedure and ongoing demonstrations, the company succeeded in obtaining the license renewal to resume its operations. In 2006 Coca-Cola's successful re-establishment of operations was reversed when the government of Kerala banned the manufacture and sale of Coca-Cola products in Kerala on the ground that it was unsafe due to its high content of pesticides. However, the ban did not last for long and later that same year the High Court of India overturned Kerala's Court decision. More recently, in March 2010, a State Government panel recommended fining Coca-Cola's Indian subsidiary a total of \$47 million because of the damage caused to the water and soil in Kerala. Also, a special committee in charge of looking into claims by community members affected by the water pollution was set up. The long legal procedures against the Indian government that Coca-Cola had to face were not the only consequence of the conflict. The brand suffered a great loss of consumer trust and reputational

damage in India and abroad. In India there was an overall sales drop of 40% within two weeks after the release of the 2003 CSE report. The impact in annual sales was a decline of 15% in overall sales in 2003 in comparison to prior annual growth rates of 25-30%. This highly publicized conflict in India also caught the attention of consumers in the US. After a series of demonstrations by students who joined two activist groups in the US, ten American universities 43 temporarily stopped selling Coca-Cola products at their campus facilities.

Questions :

- (a) Identify the environmental involvement in the above case and discuss in detail.
- (b) Whether CSR practice can resolve the above Discussed issues ? Discuss.

(6 weightage)