

D 72592

(Pages : 2)

Name.....

Reg. No.....

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2019

(CUCSS)

M.B.A.

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. Mention the significance of Business Environment.
2. What do you mean by Intellectual Property Rights ?
3. Write a Brief note on Make in India.
4. What is the role of ISO 14000 ?
5. Briefly write the meaning of FDI.
6. What do you understand by Micro environment ?

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. Why some countries are more successful in attracting Foreign Direct Investment than others ?
8. What are the advantages of skill India ?
9. What is the role of public sector in India ?
10. Evaluate the role of environmental accounting for a nation.
11. Why is water resource management important ?
12. What are the types of green energy ?

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any three questions.

Each question carries 4 weightage.

13. Explain the purpose of WTO.
14. Why energy efficiency is the key to sustainable development ?
15. Discuss the importance of Social Cost Benefit analysis.
16. Impact of technology on business is immense. Elaborate.
17. Describe recent trends in management.

(3 × 4 = 12 weightage)

Part D

Answer the compulsory question

6 weightage.

18. What do you mean by Competition Act ? What are the objectives of the Competition Act 2002 ?

(1 × 6 = 6 weightage)