

Code No: 21BA1T4

I MBA - I Semester Supplementary Examinations DECEMBER - 2024

BUSINESS, GOVERNMENT & SOCIETY

Duration: 3 Hours

Max. Marks: 70

- Note:
1. This question paper contains three Parts-A, Part-B and Part-C.
 2. Part-A contains 8 short answer questions. Answer any **Five** Questions.
Each Question carries 2 Marks.
 3. Part-B contains 5 essay questions with an internal choice from each unit.
Each Question carries 10 marks.
 4. Part-C contains one Case Study for 10 Marks.
 5. All parts of Question paper must be answered in one place

PART - A

1. a)	What is the relationship between Business, Government, and Society (BGS)?
1. b)	Define Corporate Governance.
1. c)	List the levels of public policy and their classification.
1. d)	State the significance of ethics for business success.
1. e)	Define Corporate Social Responsibility (CSR).
1. f)	List the models of BGS relationships.
1. g)	What is NITI Aayog?
1. h)	What are the core principles of managing ethical organizations?

PART – B

			BL	CO	Max. Marks
<u>UNIT – I</u>					
2.	a)	Discuss the significance of understanding the Market Capitalism Model in the context of a competitive business environment.			5 M

	b)	Summarize the key features of the Countervailing Forces Model.	5 M
OR			
3.	a)	Differentiate between the Dominance Model and the Stakeholder Model in terms of their view on business power.	5 M
	b)	Analyze the role of government regulations in maintaining a balance between market capitalism and societal welfare.	5 M
<u>UNIT – II</u>			
4.	a)	Explain the significance of corporate governance in modern business practices.	5 M
	b)	Illustrate how whistle-blowing contributes to ethical governance.	5 M
OR			
5.	a)	Analyze the impact of poor governance on stakeholders using a case study of a corporate failure.	5 M
	b)	Differentiate between corporate governance practices in domestic companies and multinational corporations (MNCs).	5 M
<u>UNIT-III</u>			
6.	a)	Explain the role of Public-Private Partnerships (PPPs) in economic development.	5 M
	b)	Discuss the importance of government regulations in shaping business practices.	5 M

OR			
7.	a)	Describe the evolution of the Planning Commission of India leading to NITI Aayog.	5 M
	b)	Analyze the significance of the New Industrial Policy, 2015, in promoting business innovation.	5 M
<u>UNIT – IV</u>			
8.	a)	Explain the importance of ethics in fostering long-term business success.	5 M
	b)	Describe the role of values in shaping ethical behavior within organizations.	5 M
OR			
9.	a)	Analyze the factors leading to unethical issues in a specific industry.	5 M
	b)	Compare the approaches to managing ethical organizations across different cultures.	5 M
<u>UNIT – V</u>			
10.	a)	Discuss the role of CSR in achieving social progress.	5 M
	b)	Examine the challenges faced by Indian companies in implementing CSR regulations.	5 M
OR			
11.	a)	Summarize recent CSR initiatives by Indian corporations.	5 M
	b)	Differentiate between traditional CSR and the concept of shared value.	5 M

PART –C

			BL	CO	Max. Marks
12.	<p>Sony Textiles is a mid-sized apparel company known for its affordable clothing line. It sources raw materials from suppliers in developing countries and operates in a highly competitive market. Recently, a major investigative report revealed poor working conditions and environmental pollution in its supply chain, leading to public outrage and a sharp decline in sales.</p> <p>In response, the company launched a CSR program aimed at improving labor conditions, reducing environmental impact, and providing skill development for workers. However, implementing these initiatives has significantly increased operational costs, putting pressure on profit margins. The management is now at a crossroads, debating whether to scale back the CSR initiatives or continue with the current strategy, even if it means slower profit growth.</p> <p>Question:</p> <ol style="list-style-type: none"> 1. Assess the impact of CSR initiatives on the company's financial performance and brand reputation. 2. Examine the trade-offs between profitability and corporate responsibility in the context of a competitive industry. 3. Suggest actionable strategies to balance ethical practices with business sustainability, considering stakeholder priorities and long-term goals. 				10 M