



**Online PGDM**

**First Year, Trimester III, Dec 2023**

**Course Name : Business and Society**

**Max Marks : 70**

**Course Code : 3104**

**Max Time : 2 hrs**

*Instructions for Students : All Questions are compulsory.*

**Section A : Objective Type Questions**

**Max. Marks-20**

1. Protecting investors' interests is crucial for
  - a) Maintaining Trust
  - b) Promoting Healthy Business
  - c) Sustainability
  - d) All of the above
  
2. List one of the committee that emphasized on special Act to protect the interest of investors.  
A \_\_\_\_\_
  
3. Which of the following agency protects the interest of investors.
  - a) SBI
  - b) SEBI
  - c) Both
  - d) None
  
4. John F Kennedy in 1962 declared rights
  - a) Consumers
  - b) Investors
  - c) Both
  - d) None
  
5. Ralph Nader is widely recognized for his significant contributions for
  - a) improving consumer safety
  - b) promoting government regulations
  - c) raising awareness about consumer rights.
  - d) All of the above

6. "One for One" model was initiated by
- Reliance
  - TOMS
  - Tata
  - None
7. 1-1-1 model, donating 1% of product, 1% of equity, and 1% of employee hours back to the community was introduced by
- Salesforce
  - Infosys
  - Apple
  - None
8. \_\_\_\_\_ is a strategic tool used in business and stakeholder management to analyze stakeholders based on their level of power and interest in a particular project or organization.
9. The Giving Pledge was announced in 2010 by \_\_\_\_\_ to pledge at least half of their wealth to philanthropy.
- Warren Buffett
  - Narayana Moorthy
  - Ambani
  - All of the above
10. \_\_\_\_\_ is a process through which an organization or entity evaluates and assesses its social and ethical performance and impact on society, alongside its financial performance.
11. \_\_\_\_\_ is the first company to conduct social Audit in India.
12. The Montreal Protocol is an international treaty aimed at
- Protecting ozone layer
  - Protecting the consumers
  - Protect the investors
  - All of the above
13. Unilevers Sustainable Agriculture Code sets standards for attaining SDGs goal
- 12
  - 14
  - 10
  - 2
14. Yardsticks of ethics used to view the ethical climate of an organization are
- Egoism
  - Benevolence

- c) Principle
  - d) all of the above
15. Women Participation can help the business to
- a) Increase the profit
  - b) Increase the efficiency
  - c) Equality
  - d) All of the above
16. Companies that prioritize consumer protection are more likely to
- a) Maximize the profit
  - b) Enjoy positive word-of-mouth advertising.
  - c) Build trust
  - d) All of the above
17. Economic audits are particularly important for companies that want to demonstrate their commitment to sustainability, ethics, and social responsibility.
- a) True
  - b) false
18. Harshit Mehta Scam has brought positive reforms in terms of
- a) Consumer Protection
  - b) Investors Protection
  - c) Both
  - d) None
19. Council for fair Business Practices [CFBP] was evolved in
- a) 1970
  - b) 1966
  - c) 1965
  - d) 1960
20. Companies that prioritize gender equality tend to not have
- a) engaged and satisfied employees
  - b) better innovation
  - c) maximum profit
  - d) All of the above

Section B : Subjective Type Questions (Short Answer Questions)

Max. Marks-10

21. Discuss the role of business enterprises in protecting the interest of consumers with real examples.[3]

22. Unilever has significantly contributed in attaining one of the SDG goals very effectively. Discuss the role of Unilever in addressing the issue of Climate change.[3]

23. Businesses can not only fulfill their social and environmental responsibilities by integrating sustainable practices and contributing to the SDGs, but also enhance their long-term resilience, reputation, and competitiveness in a changing global landscape. Do you agree? Discuss with one example.[4]

Section C : Subjective Type Questions (Long Answer Questions)

Max.Marks-40

25. How can businesses effectively balance economic growth and environmental sustainability to minimize ecological disturbances and contribute positively to the environment? Discuss with real example. [7+3]

26. Discuss the significance of Mendelow's Matrix in business world with suitable examples for each quadrants.[10]

27. Starbucks CSR activities have received attention all over the world and have also proved to be highly influential in attaining SDGs. Discuss the actions of Starbucks.[7+3]

28. Kuznets Curve is an economic theory that suggests that economic development initially leads to an increase in income inequality, which later decreases as a country reaches a certain level of economic growth. How can businesses navigate the phases of the Kuznets Curve to contribute to both economic development and social equity, recognizing the evolving relationship between business success and income inequality?[10]