



**Online PGDM**

**First Year, Trimester III, June 2024**

**Course Name : Business and Society**

**Max Marks : 70**

**Course Code : 3104**

**Max Time : 2 hrs**

*Instructions for Students :*

**Section A : Objective Type Questions**

**Max. Marks-20**

1. 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
  
2. Protecting investors' interests is crucial for
  - a) Maintaining Trust
  - b) Promoting Healthy Business
  - c) Sustainability
  - d) All of the above
  
3. Economic audits are particularly important for companies that want to demonstrate their commitment to
  - a. Sustainability
  - b. Ethics
  - c. Social responsibility
  - d. All of the above
  
4. Which of the following agency protects the interest of investors.
  - a) SBI
  - b) SEBI
  - c) Both
  - d) None
  
5. Consumer Rights were introduced by John F Kennedy
  - a) True
  - b) False

6. If you don't have ....., you can really get in trouble for lying, cheating or deceiving others.
- Communication
  - Cooperation
  - Honesty
  - Integrity
7. "One for One" model was initiated by
- Reliance
  - TOMS
  - Tata
  - 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.
- Business Model Matrix
  - Mendolows Matrix
  - Both
  - None
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. Benefits derived from social responsibility include;
- enhanced organizational efficiency
  - producing better products
  - attracting people who want to work for the firm
  - both A & C
11. \_\_\_\_\_ is the first company to conduct social Audit in India.
- Infosys
  - Tata
  - Reliance
  - None
12. The Montreal Protocol is an international treaty aimed at

- a) Protecting ozone layer
  - b) Protecting the consumers
  - c) Protect the investors
  - d) All of the above
13. Unilevers Sustainable Agriculture Code sets standards for attaining SDGs goal
- a) 12
  - b) 14
  - c) 10
  - d) 2
14. Yardsticks of ethics used to view the ethical climate of an organization are
- a) Egoism
  - b) 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. Investment is a crucial part of any business. Discuss the role of business enterprises in protecting the interest of investors with real examples. [3]

22. How are modern businesses aligning their objectives with the Sustainable Development Goals (SDGs), and what are some real-world examples of companies taking specific climate actions to meet these goals?

[3]

23. Why is it necessary to analyze stakeholders in business, and what are the key steps involved in conducting a stakeholder analysis? [4]

Section C : Subjective Type Questions (Long Answer Questions)

Max. Marks-40

25. How do ethics contribute to brand building, maximizing profit, and sustaining a business in the long run, and what are some real-world examples of companies successfully integrating ethics into their operations? [7+3]

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

27. IKEA has received attention all over the world and have also proved to be highly influential in attaining SDGs. Discuss the actions of any two businesses fighting environmental issues. [4+3+3]

28. 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]