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(Pages : 3)

Name.....

Reg. No.....

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2018

(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. What is Socio-economic Environment ?
2. What is environment monitoring ?
3. What is an Intellectual property right ?
4. Define economic reforms.
5. What is middle class in social Group ?
6. Define consumerism.

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. Write a note on monetary policy of India.
8. Discuss in detail the licensing policy of India.
9. Write a short note on technological environment in India.
10. Explain RBI role in Indian Banking sector.
11. Explain the procedure for registration of patents and trademarks.
12. Briefly explain the influence of social institutions on business.

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any three questions.

Each question carries 4 weightage.

13. Write a detailed note on Social responsibility of business.
14. Explain the elements of environment in detail.
15. Discuss the linkage of public sector development with economic development.
16. Explain the Critical elements of socio cultural environment.
17. Write a detailed note on policy of research and development in India

(3 × 4 = 12 weightage)

Part D

Case Study. Compulsory.

6 weightage.

18. A well-known conflict involving Apple's suppliers is the suicides at Foxconn. It is the largest contracted electronics manufacturer in the world, with dealings involving Dell and Sony. Foxconn is the manufacturer of iPhones and iPads and employs over 900,000 workers, of whom 420,000 employees work at the Foxconn Shenzhen plant. This plant covers 15 factories, including dormitories, a hospital, a bank, a grocery store and restaurants. The workers live and work inside the complex. In 2006 the Chinese local press reported on the excessively long working hours and the discrimination of mainland Chinese workers by Taiwanese superiors. In May 2010 several media sources reported several cases of suicide at Foxconn. From 2009 to 2010 a total of 13 workers had committed suicide. The first worker, Sun Danyong, committed suicide after he had been interrogated on the loss of an iPhone 4 prototype that he had in his possession. When the former CEO Steve Jobs was asked about the suicides at Foxconn, he responded: 'Foxconn is not a sweatshop. During an undercover investigation it was discovered that the reason for the multiple suicides was related to internal management. 'The facilities of Foxconn are fine, but the management is poor,' revealed Zhu Guangbing, who organised the investigation. According to Audrey Tsui, a professor at the National University of Singapore Business School, Foxconn maintains a military-style management approach. The workers were not allowed to interact with each other. Workers who violated the rule were penalized with a fine or were held to be in contempt by the manager. The weekly working hours of workers were up to 70 hours, ten hours above the maximum hours set by Apple's Supplier Code. The Foxconn factory has good facilities. The workers have access to swimming pools and tennis courts. Foxconn organises activities such as chess clubs, mountain climbing or fishing expeditions. But with a 70-hour workweek, employees did not have any time to enjoy these facilities. However, interviews with several Foxconn workers by Dreamworks China revealed that

not all the employees were dissatisfied. Some believed that the working conditions at smaller factories are worse. One of Foxconn's workers stated that employees at Foxconn thought the media had exaggerated the suicides regarding their connection to Foxconn and that possibly some suicides had a sentimental or romantic cause. In February 2011, the media reported the child labour issues had worsened at the suppliers for computers, iPods and iPhones. Apple's Supplier Responsibility Report 2011 revealed 91 underage workers at the suppliers.

Questions :

- (a) Discuss the case from social point of view.
- (b) Suggest the solution assuming you as Manger by keeping CSR in mind.

(6 × 1 = 6 weightage)