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Mid Semester Examination January-February 2023

Program: M.B.A

Semester: 1st

Name of Course: Business Environment

Course code: MB-106

Time: 1-1/2 Hours

MM: 50

Note:

- i. This question paper contains two sections A and B.
- ii. Both sections are compulsory.
- iii. Answer any two sub questions among a, b and c in each main question of Section A. Each question carries 10 marks.
- iv. Section B consisting of case study is compulsory. Section B is of 20 marks.

Section –A

(2*5 = 10)

Q1.

- a. What do you understand by Industry, Trade & Commerce? Give Proper examples. C01
- b. Discuss the Macro environmental factors affecting business operations, decisions & overall growth. C01
- c. "India is emerging as a global business player". Illustrate this statement in your own words. C02

(2*5 = 10)

Q2.

- a. Sketch out the elementary structure of Indian financial Market. C02
- b. "Corporate Social responsibility is confined only up to balancing profit and social Goals". Criticize this statement and point out the benefits of CSR. C03
- c. Examine the New Concept of Stakeholders adopted by Business's today. C03

(2*5 = 10)

Q3.

- a. Propose the major ethical issues that businesses face in today's competitive world. C04
- b. Categorize the major reforms that took place after New Industrial policy 1991. C04
- c. Evaluate the current Corporate Governance measures taken by corporate houses in India. C05

Section -B

Case-Study

(20 Marks)

Have you ever used a bar of Dove soap, or eaten a tub of Ben & Jerry's ice cream? If you have, you know Unilever. With over 148,000 employees and \$50 billion in revenue, Unilever is one of the top consumer goods companies in the world. Born from an 1885 British-Dutch partnership that merged several companies into one in 1930, the company has grown to produce many well-known products. You likely know Axe, Dove, Heartbrand, Knorr, Lipton, VO5, Nexxus, TRESemmé, Mrs. Dash, and Sunsilk, just to name a few.

The company has four divisions: foods, specialty chemicals, home care, and personal care. Every year, Unilever buys and sells large companies. It has sold companies we know like Slim Fast, Jiffy, and Bertolli in recent years. With an ever-changing portfolio, it's hard to imagine that the company can ever rely on a consistent corporate culture. You would think that a company that goes through this many changes would have difficulty developing into a corporation that interacts or behaves in a certain way. Unilever is in 170 countries, after all, and has a history of morphing its behaviors with different mergers and acquisitions.

World War II shaped Unilever's early corporate culture. Because of a lack of communication and transportation in many large markets, branches of the company began operating independently. For example, there were no routes to reach London during this time, so regional leaders had to make decisions based on what was profitable for them. They couldn't worry about what was going on in other geographical regions.

Unilever's corporate culture was one of independence where companies could be bought and sold based on their success in a specific geographical area. Even similar products were different depending on the region. A certain type of ice cream might be popular in one country but not so in another.

Corporate cultures works a lot like this. Every company has its own unique personality, just like people do. The unique personality of an organization is referred to as its culture. In groups of people who work together, organizational culture is an invisible but powerful force that influences the behavior of the members of that group. So, how do we define corporate culture?

Corporate culture is a system of shared assumptions, values, and beliefs, which governs how people behave in an organization. These shared values have a strong influence on the people in the organization and develop and maintain a unique culture, which provides guidelines and boundaries for the behavior of the members of the organization. Let's explore what elements make up an organization's culture. Corporate cultures are composed of seven characteristics that range in priority from high to low. Every organization has a distinct value for each of these characteristics, which, when combined, defines the organization's unique culture.

Questions:

- Q1. Support & evaluate the requirement of corporate culture for efficient functioning for any successful company. C05
- Q2. Predict the future of corporate culture for domestic companies in our domestic market. C05
Elaborate with examples from Indian brands.