

**NATIONAL SCHOOL OF BUSINESS MANAGEMENT**

**BSc in Management Information Systems (Special) (NSBM)– 20.2/20.3**

**BSc (Hons) in Software Engineering (NSBM)– 20.2/20.3**

**BSc (Hons) in Computer Science (NSBM)– 20.2/20.3**

**BSc (Hons) in Computer Networks (NSBM)– 20.2/20.3**

**Year 02 Semester 01 Examination**

**1st June 2022**

**BS201.3 – Business Studies**

**Instructions to Candidates**

1. Answer any **FOUR** questions
2. **The duration of the question paper is 5 hours. Including half an hour to download the paper and upload your answers in a single file**. (Note: **No email submissions are accepted under any condition.)**
3. Weightage of Examination: 60% out of final grade
4. Download the paper, provide answers to the selected questions in a word document.
5. Please upload the document with answers (Answer Script) to the submission link before the submission link expires
6. Answer script should be uploaded in PDF Format
7. Under any circumstances E-mail submissions would not be taken into consideration for marking. Incomplete attempt would be counted as a MISSED ATTEMPT.
8. **The Naming convention of the answer script – Module Code\_Subject name\_Index No**

9) You must adhere to the online examination guidelines when submitting the answer script to N-Learn.

10) Your answers will be subjected to Turnitin similarity check, hence, direct copying and pasting from internet sources, friend’s answers etc. will be penalized.

**Answer any FOUR questions only.**

**Question 01**

1. Kamal runs a paper manufacturing company by the side of the Kelani River, to which they dispose their waste. Moreover, they obtain raw materials by cutting down the trees from a nearby place. Yet, this entity is very popular for the voluntary activities they undertake and the donations they provide in needs. Also, the entity is well stable and is earning a good amount of profit with its operations. Assume that you are the friend of Kamal and answer the following questions.
2. Do you think that Kamal’s company is a socially responsible entity? Justify your answer by utilizing your knowledge on Corporate Social Responsibility [CSR].

(08 marks)

1. Provide suggestions to Kamal on becoming socially responsible in all aspects.

(04 marks)

1. Differentiate the terms entrepreneur and entrepreneurship with suitable examples

(03 marks)

1. Most small business owners and their employees have many responsibilities in addition to running their businesses. Small business owners can be in different types. Mention and elaborate different types of small business owners.

(10 marks)

**(Total – 25 marks)**

**Question 02**

1. The process of operations management explain how inputs can be transformed into outputs. What are the main characteristics of this process?

(05 Marks)

1. “Globalization can be identified as the integration and interconnection of goods, ideas, people and many more across countries around the entire globe. Simply, it can be identified as a world without barriers that makes the entire globe a single market.”**.** Explain the positive and the negative impacts of globalization in an economic, social and an environmental aspect.

(20 Marks)

**(Total – 25 marks)**

**Question 03**

1. “Every successful organization is involved in strategically managing its 4Ps in their business level-playing field”. Do you agree? Justify your answer with examples.

(12 Marks)

1. Marketers are facing pressure to provide clear, quantifiable evidence as to how marketing expenditures are helping their firms be more profitable.
2. Describe different approaches available for marketing evaluating marketing productivity.

(03 marks)

1. Explain the advantages and disadvantages of each of those approaches

(10 marks)

**(Total – 25 marks)**

**Question 04**

1. “Operational performance can be best explained as the synergy between various company units and the ability to produce greater output together.” Why is operations performance vital in any organizations?

(10 marks)

1. Mention the importance of a HR manager in an organization.

(08 marks)

1. State arguments for and against the following statement: “There are other things more valuable in an organization besides the people who work there”

(07 marks)

**(Total – 25 marks)**

**Question 05**

1. KTF makes building materials, including cement and bricks. Last year KTF had sales of $25bn. KTF’s objectives have often changed since it was started 60 years ago. The Managing Director wants KTF to expand. KTF is going to take over one of its main competitors. The newly expanded business will have combined sales of $40bn. The Managing Director said: ‘Many stakeholder groups will be affected by this decision.’ She knows there are many external factors that affect business activity including the business cycle, interest rates and legal controls to protect the environment.
   1. Define ‘business cycle’

(04 marks)

* 1. Identify two reasons why a business might change its objectives.

(04 marks)

* 1. Outline two advantage and two disadvantage to KTF of taking over the other business.

(08 marks)

* 1. Explain how three external stakeholder groups might be affected by the take over

(09 marks)

**(Total – 25 marks)**

***END OF THE PAPER***