

EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT

**Third Year Second Semester Examination in Bachelor of Business Administration/
Bachelor of Business Administration (Specialization in Human Resource Management)/
Bachelor of Business Administration (Specialization in Marketing Management) /
Bachelor of Commerce / Bachelor of Commerce (Specialization in Accounting and
Finance)– 2017/2018
(Proper / Repeat) (July 2019)**

DED 3072 BUSINESS ENVIRONMENT

Answer all questions

Time: 02 Hours

- 01) "The environment of any organization is the aggregate of all conditions, events and influences that surround and affect it."
- a. "Business is the product of environment". Explain. Also discuss the relationship between business and environment.
 - b. State and explain the internal factors constituting business environment.
 - c. Distinguish between "Micro" and "Macro" business environment.
 - d. What are the tools used in the environmental analysis? Briefly describe them.
- (5 X 4=20 Marks)**
- 02) A Multi National Enterprise (MNE) is a business entity which conducts business operations in various operations in various countries with its subsidiaries and affiliates.
- a. What are the characteristics of MNEs? Describe them.
 - b. Explain the importance of MNEs.
 - c. Briefly discuss the advantages and disadvantages of MNEs.
 - d. What is the role played by MNEs in today's international business scenario?
- (5 X 4=20 Marks)**
- 03)
- a. What is "Globalization"? Explain the special features of Globalization.
 - b. What are the factors affecting the Globalization? Briefly discuss about the impact of Globalization.
 - c. What is the importance of Consumer Protection? Discuss about the Consumer Rights in Sri Lanka.
 - d. What are the functions of a Consumer Protection Agency?
- (5 X 4=20 Marks)**

04)

- a. What do you understand by “**Business Social Responsibility**” (BSR)? How this can be used to improve the business environment?
- b. Explain the **importance of Social Responsibility** of business.
- c. Explain how the business in an organization can be **regulated** with regard to the organization's **basic objectives**.
- d. Explain the concept of **Unemployment**. Describe in detail the causes and remedies of unemployment.

(5 X 4=20 Marks)

05) Write short notes on the following:

- a. Consumers Affairs Authority (CAA)
- b. Porter's Five Force Model
- c. Business Ethics
- d. Fiscal and Monetary policy

(5 X 4=20 Marks)