

EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT

THIRD YEAR SECOND SEMESTER EXAMINATION IN BACHELOR OF COMMERCE -
2011/2012 (AUGUST/ SEPTEMBER-2014)
(PROPER / REPEAT / RE-REPEAT)

DED 3072 BUSINESS ENVIRONMENT

Answer all questions

Time: 02 Hours

1. What do you understand by the terms “**Business and Business environment**”?
(07 Marks)
 2. What are the tools used in the environmental analysis and briefly describe each of them.
(07 Marks)
 3. What are the business environmental factors that affect the business?
(06 Marks)
- (Total 20 Marks)

1. What do you mean by “**Social Responsibility**” of a business?
(06 Marks)
2. Briefly explain the social responsibility of a business towards owners (share holders), consumers, the government, employees and the community at large.
(07 Marks)
3. Define the term **Social Audit**, and briefly explain the approaches of social audit.
(07 Marks)

(Total 20 Marks)

03.

1. What do you mean by a “**Multinational Enterprise**” and briefly describe the Characteristics of a Multinational Enterprise? (07)
2. Briefly explain the importance of a Multinational Enterprise to the economy of Sri Lanka. (06)
3. Briefly describe the strategic management process of a Multinational Enterprise. (07)

(Total 20)

04

1. Define the term **Globalization** and briefly describe its features. (06)
2. What are the factors that facilitate globalization in Sri Lanka? (07)
3. What are the impacts of globalization on the business environment in Sri Lanka? (07)

(Total 20)

05.

1. What do you mean by “**Business Ethics**”? (05)
2. What are the needs and importance of business ethics? (08)
3. Outline and briefly describe the 07 principles of business ethics. (07)

(Total 20)