

EASTERN UNIVERSITY, SRILANKA
FACULTY OF COMMERCE AND MANAGEMENT
DEPARTMENT OF COMMERCE
Third year second semester Examination In
Bachelor of commerce (2009/2010) (Proper) (Jan/ Feb 2012)
DED 3082- Business Environment



Answer All Questions

Time: 02hours

- 1)
- Give the main components of Business Environment? And state the importance of the study of Business Environment? (07 Marks)
 - How does the Economic Environment and the Technological Environment influence the Business policy of an organization? (06 Marks)
 - Describe the various external factors that influence the business policy of an organization? (07 Marks)
- (Total 20 Marks)

- 2)
- What do you mean by social Responsibility of a Business? (06 Marks)
 - Explain the social responsibility of business towards owners (share holders), consumers, the government, employees, & the community at large? (07 Marks)
 - Define the term of "Social Audit", and briefly explain the Approaches of social Audit? (07 Marks)
- (Total 20 Marks)

- 3)
- What do you mean by Business Ethics? (05 Marks)
 - What are the needs and the Importance of Business Ethics? (05Marks)
 - Outline & briefly describe the 07 principles of Admirable Business Ethics? (10 Marks)
- (Total 20 Marks)

Q 04)

a) What does Globalization create? And what are the Reasons for Globalization?

(10 Mar

b) What are the impacts of globalization towards on Environment?

(10 Mar

(Total 20)

Q 05)

a) Give some business challenges regarding Economic, Competitive, Social & culture, political & technological environment?

(07 Mar

c) What is environmental Management? And explain the 03 Environmental management strategies with suitable examples?

(08 Mar

d) State the uses of Environmental Management System?

(05 Mar

(Total 20)