



# INDIAN INSTITUTE OF MATERIALS MANAGEMENT

## Post Graduate Diploma in Logistics & SCM Post Graduate Diploma in Materials Management - 2 years

DEC 2024

### PAPER No. 4 (enrollment code - PGMM, PGSM,) BUSINESS ENVIRONMENT

Date : 18.12.2024  
Time : 2.00 p.m to 5.00 pm

Max. Marks: 70  
Duration : 3 Hrs.

#### Instructions:

1. Part A, contains 4 main questions (with 5 sub-questions) each question carries 1 mark - Total 20 marks
2. Part B answer any 3 questions out of 5 questions. Each question carries 10 marks - Total 30 marks
3. Part C is a case study. Read the case carefully and answer the questions - Total 20 marks

### PART – A

(20X1= 20 Marks)

(Compulsory - Attempt all questions each question carries 1 mark)

#### Q.1. Write the expanded form of the following terms

[5 marks]

1. ETOP
2. FEMA –
3. TRIPS –
4. CSR –.
5. PSU –

#### Q.2 Fill in the blanks

[5 marks]

1. \_\_\_\_\_ Environment is the aggregate of all conditions, events or influences.
2. The constituents of macro business environment are commonly known as \_\_\_\_\_.
3. The parliament of India consists of \_\_\_\_\_ houses.
4. Economic Environment of a country encompasses \_\_\_\_\_ factors.
5. \_\_\_\_\_ fraud is a violation under the 1986 Law.

#### Q.3 Mention True or False

[5 marks]

1. Government shares in PSU's can be less than or more than 51%
2. The world's largest centrally funded health scheme is Ayushman Bharat
3. Globalization has not provided jobs and raised the job security in India
4. Ethical business practices contribute to a positive reputation
5. Equity shareholders have no voting rights in major decisions

#### Q.4 Match The following

[5 marks]

COLUMN A		COLUMN B	
Sr. No.		Sr. No.	
1	Economic Environment	A	Strategic Risk
2	Failure to adopt a new technology	B	Balanced Scorecard
3	Organizational Appraisal Method	C	Capitalism
4	Industries owned by private bodies	D	Needs/Tastes/Habit Globally
5	Global Convergence	E	GDP

## **PART - B**

[10\*3 =Total 30 marks]

**Answer any THREE out of the following five questions:**

**Q.5.a)** Write down the various constituents of micro business environment. [5 marks]

**b)** Write down concept of ethics? [5 marks]

**Q.6. a)** Explain different kinds of economic systems. [5 marks]

**b)** Concept of Corporate Governance? [5 marks]

**Q.7. a)** Describe the importance of service sector in India. [5 marks]

**b)** Explain 4'V model of ethical leadership? [5 marks]

**Q.8. a)** What are the major effects of Globalization? [5 marks]

**b)** Explain sustainable development in detail. [5 marks]

**Q.9.** Write any two short notes [2 X5 = 10 marks]

a) MRTP act

b) Porter's Diamond Act

C) Ad hoc approach

## **PART - C**

[Total: 20 Marks]

**Q.10 CASE STUDY (Compulsory)**

Mr. Murthy is widely acknowledged CEO of a multinational cooperation is known is for strategic acumen and charismatic leadership. Suddenly company confronts recent financial reports hinting at potential ethical lapses and irregularity. Also, internal audit finds lacking transparency in financial transactions to inflate profits.

In response to the challenges, Mr. Murthy embraces ethical leadership by orchestrating a board meeting to transparently disclosing audit findings. He took the accountability to ensure corrections by conduction unbiased ethical investigation, establishing direct communication with stakeholders and implementing internal reforms for compliance and ethical standards.

Mr Murthy could identify irregularities leading to removal of individuals involved. Over a time, the company though got the glory back, restoring its reputation.

**Questions:**

1. How have been the conditions corrected by Mr Murthy according to the case study? –
2. From above case study what are your learning to approach such ethical dilemmas? –