

Eastern University, Sri Lanka  
Faculty of Commerce and Management



Third Year / Second Semester Examination in Bachelor of  
Commerce 2010/2011 (May/June 2013) (Proper/Repeat)

**DED 3072 Business Environment**

Answer all Questions

Time: 02 Hours.

1)

- i) Give the main components of Task Environment? and state the importance of the study of business environment? (07 Marks)
- ii) Give some business challenges regarding economic, competitive, social, culture, political, legal and technological environment. (10 Marks)
- iii) What are the tools used for the environmental analysis? (03 Marks)

(Total 20Marks)

2)

- i) Why does a firm evolve into a "Multi National Enterprise" (MNE)? (05Marks)
- ii) Discuss the strategic management process in the context of MNE. (05 Marks)
- iii) What are the impacts of globalization on a business environment? (05 Marks)
- iv) Discuss the Globalization Challenges in the Sri Lankan Economy. (05 Marks)

(Total 20Marks)

3)

- i) Explain the Social Responsibility of a business towards its owners, consumers, government, employees and community. (07 Marks)
- ii) Identify the international standards of Social Responsibility. (06 Marks)

iii) .What are the Key Strategies used by businesses to enter and compete in an international business environment?

(07 Marks)

(Total 20 Marks)

**4) Write short notes on the following**

- i) Porter's Five Force Model Analysis.
- ii) Environmental Scanning.
- iii) SWOT Matrix.
- iv) Forward Foreign Exchange rate.

(Total 04x05= 20Marks)

**5) Distinguish between the following terms**

- i) Country Specific Advantage (CSA) and Firms Specific Advantage (FSA).
- ii) Consumer Rights and Responsibilities.
- iii) Forward Discount and Forward Premium.
- iv) Social Responsibility and Business Ethics.

(Total 04x05= 20Marks)