



EASTERN UNIVERSITY, SRI LANKA

FACULTY OF COMMERCE AND MANAGEMENT

Third Year Second Semester Examination in Bachelor of Commerce - 2013/2014

(September/ October 2016)

(Proper/Repeat)

DED 3072 - BUSINESS ENVIRONMENT

Answer All Questions

Time:02 Hours

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01. (i) Explain the meaning of “Business Environment” and the importance of analyzing the business environment for the success of organization. (08 Marks)
- (ii) Explain the term “Environmental Scanning” with suitable example. (07 Marks)
- (iii) Porter’s Five Forces Analysis explains there are five important forces that determine competitive power in a business situation. Describe the five force framework with the suitable current examples (10 Marks)
- (Total 25 Marks)**
02. (i) A multinational corporation (MNC) has facilities and other assets in at least one country other than its home country. Explain the characteristics of multinational companies and its advantage and disadvantages. (12 Marks)
- (ii) Define the term “Globalization”. (03 Marks)
- (iii) Explain the impact of globalization on Multinational Enterprises (10 Marks)
- (Total 25 Marks)**

03. (i) Explain the importance of consumer protection from businessmen's point of view

(06 Mar

(ii) What are the consumers right in Sri Lanka? Explain with suitable examples.

(08 Mar

(iii) Differentiate the Principle of Comparative Advantage and Principle of Absolute Advantage.

(06 mar

(iv) Explain the reasons for using the concept of "MIDDLEMEN" in the organization with suitable examples.

(05 Mar

(Total 25 Mar

04. (i) How company make an individual difference with the concept of Corporate Social Responsibility.

(09 Mar

(ii) What are the three fundamental changes in strategic planning?

(03 Mar

(iii) Explain the characteristic of public sector that are shaping the strategic management.

(08 Mar

(iv) Explain the strategic triangle.

(05 Mar

(Total 25 Mar