

Reg. No. _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FIRST TRIMESTER MBA DEGREE EXAMINATION NOV 2018

MBA 16 BUSINESS AND SOCIETY

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. List two examples for Business Ecosystem.
2. List two prominent Measures of Economic Growth recognized by the United Nations (UN).
3. Define custom
4. What is carbon trading?
5. What is meant by Sustainable Development?

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. Explain the term Society and clearly brief on the specific elements that comprises the definition of Society.
7. Explain how Poverty is measured with suitable example.
8. How Demographic Trends affect business? Give Examples in the case of each element involved?
9. Explain Global warming and efforts taken for reducing its impact.
10. Explain the concept of 4Rs and how far Extended Producer Responsibility (EPR) contribute to its success.

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. Over the past month, from Cox Bazar, in the southeast of Bangladesh, smoke can be seen billowing into the grey sky across the country's border. Villages, home to the Rohingya community, in the fractious state of Rakhine in western Myanmar, are being mercilessly, horrifically burnt down.
Over 379,000 Rohingya have fled Myanmar to neighbouring Bangladesh. India should come forward to help refugees. The reasons are threefold: maintaining a tradition of generosity, and economic and strategic factors.
First, not only as a major power in the region but also as the largest democracy in the world, there are expectations that India should extend help to the fleeing Rohingya, at least on humanitarian grounds, and contribute to help resolve the conundrum. India has exhibited it earlier during late 1980s and early 1990s with same nation. Already there are 120, 000 Tibetan refugees residing in different parts of India. However, equally weighty argument is that extremist groups may expand their network in the name of these

migrants. Where would these Rohingya go, if deported?

Secondly, peace and stability in the Rakhine state is important for India's economic investment. During prime minister's visit in September 5-7 to Myanmar, he upheld the need for socio-economic development in the region. The continued violence in Rakhine state is affecting India's Kaladan Multi-modal Transit Transport project aimed at developing transport infrastructure in south west Myanmar and India's Northeast. The project includes the construction of a deep water port at the mouth of the Kaladan river in Sittwe, the capital of Rakhine state on the Bay of Bengal.

Third, it is understandable that India does not want a strained relationship with Myanmar at this juncture when New Delhi is exploring ways to enhance its presence and influence in Myanmar and the south east Asia region through its Act East Policy. But this does not have to be at the cost of alienating or marginalizing Rohingya.

The UN High Commissioner for Human rights, Zeid Ra'ad al-Husseini has described the Myanmar action against Rohingya as "ethnic cleansing". But when India faced a similar situation in the 1990s, and Kashmiri Pandits were "cleansed" out of the valley by forces aided and abetted by Pakistan, the UN authorities stayed stupefyingly silent. Similarly, the systematic eviction of Hindus from Pakistan that continues 70 years after partition has never caused outrage among the self-appointed guardians of human rights.

As far as Rohingyas are concerned, all advice needs to be directed at the Myanmar government led by Aung San Suu Kyi, winner of the Nobel Peace Prize for her valiant struggle to re-establish democracy.

It is a measure of abject failure of the Myanmar regime that after 70 years of independence, it has still not integrated many of the tribes living in that country, particularly Rohingya. On the reported presence of 40,000 Rohingya in India, it is difficult to envisage, given present circumstances, use of force to send the unfortunate and suffering people back as neither Myanmar nor Bangladesh will accept them. At the same time cannot give a signal that India is willing to take a huge number of displaced people from Myanmar. Population growth and economic development are contributing to many serious environmental problems in India. These include pressure on land, land/soil degradation, forests, habitat destruction and loss of biodiversity, changing consumption pattern, rising demand for energy, air pollution, global warming and climate change and water scarcity and water pollution.

The government of Myanmar took the right step to appoint the Kofi Annan-led advisory committee on Rakhine state some time back with notable Myanmar experts included in it. It has come out with a comprehensive report, which needs to be seriously considered by the authorities in Myanmar.

India is in the process of rejuvenating Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC), of which both countries are members. So, India may have to play a quiet role to urge and nurture a long term solution to the problem.

Even in the past, India was able to undertake a creative tightrope walk in Myanmar. India could nurture good relations with the military government while maintaining a cordial pro-democracy movement. India is already home to displaced people from other

neighborhood nations such as Nepal, Bangladesh, Afganisthan etc.

1. What is the Role of Government in Society? Does the Myanmar regime really failed in any manner? (4)
2. What is meant by Globalisation? Does India's investments in Myanmar qualify in this respect? How does Rohingya crisis in Myanmar affect India's dreams of the region? (4)
3. Though Rohingya is seeking India's help at this juncture, they are a good market at the "bottom of the pyramid". Elaborate (4)
4. How does population impact the natural resources? Do you think presence of 40,000 Rohingya in India could pose serious problems on sustainability in this respect? Explain your view. (4)
5. How does culture impact business? (4)
