

Answer all questions

01. I. Write the correct answer in your answer script for the following multiple choice questions.
- i. PESTLE is an analytical tool that helps to undertake:
 - a. An internal analysis
 - b. An external analysis.
 - c. A Competitor analysis.
 - d. A strategic analysis.
 - ii. Stakeholders can best be defined as:
 - a. The network of people who come into contact with a business.
 - b. All the organizations that work with a business.
 - c. All the suppliers, customers and employees of a business.
 - d. Any individual, group, or organization that is affected by or can affect the activities of a business.
 - iii. The technological environment Includes:
 - a. Advances in Production Technology
 - b. Advances in Information Technology.
 - c. Popularity of e-banking.
 - d. All of the above.
 - iv. Which of the following are NOT part of external environmental factors for an organization?
 - a. Changes to the economy.
 - b. Political factors.
 - c. Poor performance from upper management.
 - d. Government regulations.
 - v. Functional structures help to create:
 - a. Teamwork.
 - b. Specialization.
 - c. Project work groups.
 - d. Multi-skilled workers.
 - vi. High rate of inflation and exchange rate _____ business sentiment in a country.
 - a. Discourage
 - b. Promote
 - c. Boost
 - d. Encourage

- vii. Exposure to Western modern culture and population shifts from rural to urban areas are:
 - a. Economic factors
 - b. Demographic factors
 - c. Socio-cultural factors
 - d. Political factors
- viii. Governments can encourage the globalization of industries by:
 - a. Increasing tariffs and regulations.
 - b. Creating common international technical standards.
 - c. Subsidizing domestic firms that expand internationally.
 - d. Subsidizing foreign firms that invest in their country.
- ix. Which of the following is NOT an example of political risk?
 - a. War
 - b. Cost of production
 - c. Government regulations
 - d. Civil unrest
- x. All definitions of Corporate Social Responsibility recognize that:
 - a. Companies have a responsibility for their impact on society and the environment.
 - b. The natural environment should be the main focus of CSR activities.
 - c. Business ethics is a complex issue.
 - d. Companies must pay equal attention to business ethics and sustainability.

(2X10 = 20 Marks)

- II. Mark (T) for true or (X) for false in your answer scripts for the following statements
- i. Organizations change constantly with or without the direction of leadership.
 - ii. A good Corporate strategy is to have a five-year plan.
 - iii. A matrix organizational structure is relatively easy to implement and explain.
 - iv. Information technology is the driving force behind open systems organizations.
 - v. The best most complex products worldwide are typically built by highly efficient individual departments.
 - vi. Efficiency is far more important than effectiveness in today's competitive environment.
 - vii. Top managers are also called tactical managers since they must translate the general goals into specific objectives and activities.
 - viii. Firms that develop strategies that don't include technological advances will realize obsolescence and extinction.

(1X8= 08 Marks)

III. Fill in the blanks using the keywords given below.

Greenwashing, Innovation, Economic and social concerns, Global Competition, Community pressure, Conceptual and decision, Operating environment, Culture, Supply Chain, Bench Marking)

- i. The main objective of society and business is _____.
- ii. Micro environment is also known as _____.
- iii. _____ include knowledge beliefs morals, and customs acquired by an individual as a member of a society.
- iv. _____ occurs when a company falsely claims to have become more sustainable. It may have changed one aspect of its business model without considering the full impact.
- v. One of the key drivers to green business is _____.
- vi. _____ means identifying best-in-class performance by a company in a given area and then comparing your processes to theirs.
- vii. Managers will utilize _____ skills with increasing frequency as they rise within an organization.
- viii. _____ business is developing an idea or invention that increases efficiency, raises productivity, or creates value for which customers will pay.
- ix. _____ competing organizations that serve international customers through enhanced communications, improved shipping channels and supply chains.
- x. The network of suppliers and contractors that provide needed materials and services to a business _____

(1X10 = 10 Marks)

IV. Match the Followings in Column A with Column B.

Column A	Column A
A – Suppliers and creditors	i) Opportunities
B – Social and political environment	ii) Specific forces
C – Gaining the profits for being a pioneer	iii) General forces
D – Positive external trends	iv) First-mover advantage

(02 Marks)
(Total 40 Marks)

02. I. Organizations are entities made up of interrelated parts which are intertwined with the outside world. Briefly explain the external environment factors that influence organizational activities. (05 Marks)
- II. Briefly describe the business transformation process. (05 Marks)
- III. Explain the two levels of the environment. (02 Marks)
- IV. What environmental analysis tool do the companies mainly use to assess their external volatile environment? (05 Marks)
- V. Briefly explain the influence of recent Government political changes on business Organizations in Sri Lanka. (03 Marks)
- (Total 20 Marks)
03. I. Briefly describe the essence of the system approach for organizations. (05 Marks)
- II. Briefly explain the five major reasons for business failure. (05 Marks)
- III. Illustrate the role of the multinational enterprise (05 Marks)
- IV. Differentiate the term Globalization and internationalization. (05 Marks)
- (Total 20 Marks)
04. I. Explain the term "Business Ethics". (03 Marks)
- II. Do you think Business Ethics is important for a firm's successful operation? Justify your answer. (07 Marks)
- III. Briefly explain the framework of ethical context with examples. (05 Marks)
- IV. Briefly discuss the strategies to prevent unethical behavior in an organization. (05 Marks)
- (Total 20 Marks)