



ST. JOSEPH'S COLLEGE (AUTONOMOUS) BENGALURU-27

SEMESTER EXAMINATION- OCTOBER 2019

B.COM-IFA: I SEMESTER

BCIFA 1419: ORGANIZATION MANAGEMENT

TIME: 2^{1/2} Hour

MAX. MARKS: 70 Marks

SECTION A

Answer any FIVE of the following questions. Each question carries two marks. (5x2=10)

- 1) Which one of them is true?
 - a. Cooperatives are Non profit seeking
 - b. Public sector organizations cannot be commercial organizations
 - c. Not for profit organizations are public sector
 - d. Not profit organizations can be public or private
- 2) Match the following;
 - a. Strategic management level 1- Looks after day-to-day activities
 - b. Tactical management level 2- Long-term planning for the whole organization
 - c. Operational level 3-Typically time horizon of a year
- 3) You sitting for a professional exam, a student is caught having formulas written on his arm and is barred from the current and future exams. Which of the following fundamental principles of IFAC's Code of ethics has most likely been violated?
 - a. Integrity
 - b. Professional behavior
 - c. Objectivity
 - d. Professional competence and due care
- 4) Which of the following elements is included in an organization culture?
 - a. Products and services supplied to customers.
 - b. Strategies that identify what is important in the organization
 - c. Symbols that guide members behavior
 - d. Artifacts, norms and basics assumptions
- 5) What is the correct sequence of events in the process of planned change that organizational development practitioner will follow?
 - a. Entering, contracting, evaluation, intervening, exiting
 - b. Entering, recording, diagnosing, intervening, termination
 - c. Entering, contracting, diagnosing, intervening, evaluating
 - d. Diagnosing, contracting, intervention, evaluating, exiting
- 6) Which of the following are the likely consequences of fall in interest rates?
 - a. A rise in the demand for consumer audit
 - b. A fall in investment
 - c. A fall in government expenditure
 - d. A rise in the demand for housingChoose the following;

- 1) 1, 2, and 3 only
- 2) 2,3, and 4 only
- 3) 1,3 and 4 only
- 4) 1 and 4 only

SECTION B

Answer any THREE of the following questions. Each question carries five marks. (3x5=15)

- 7) Briefly explain Porters five forces model
- 8) Define business organization and explain its various objectives.
- 9) Explain the role of professional bodies in promoting ethical standards
- 10) Explain how ethical practises will have a positive influence on the business.

SECTION C

Answer any TWO of the following questions. Each question carries fifteen marks. (2x15=30)

- 11) What are the various sources of conflicts? Explain the techniques to resolve them.
- 12) Explain various political and legal factors that influence the business organization?
- 13) Define organizational structure. Explain the following organizational structures
 - a. Entrepreneurial
 - b. Matrix
 - c. Boundary less

SECTION D

Answer the following compulsory question. The question carries Fifteen marks. (1x15=15)

Coca-Cola India being one of the largest beverage companies in India, realized that CSR had to be an integral part of its corporate agenda. According to the company, it was aware of the environmental, social, and economic impact caused by a business of its scale and therefore it had decided to implement a wide range of initiatives to improve the quality of life of its customers, the workforce, and society at large. However, the company came in for severe criticism from activists and environmental experts who charged it with depleting groundwater resources in the areas in which its bottling plants were located, thereby affecting the livelihood of poor farmers, dumping toxic and hazardous waste materials near its bottling facilities, and discharging waste water into the agricultural lands of farmers. Moreover, its allegedly unethical business practices in developing countries led to its becoming one of the most boycotted companies in the world.

Notwithstanding the criticisms, the company continued to champion various initiatives such as rainwater harvesting, restoring groundwater resources, going in for sustainable packaging and recycling, and serving the communities where it operated. Coca-Cola planned to become water neutral in India by 2009 as part of its global strategy of achieving water neutrality. However, criticism against the company refused to die down. Critics felt that Coca-Cola was spending millions of dollars to project a 'green' and 'environment-friendly' image of itself, while failing to make any change in its operations. They said this was an attempt at greenwashing as Coca-Cola's business practices in India had tarnished its brand image not only in India but also globally. The case discusses the likely challenges for Coca-Cola India as it prepares to implement its new CSR strategy in the country

- a) Analyze the CSR strategy adopted by Coca-Cola India. (5)
- b) Explain the issues and challenges faced by Coca-Cola with regard to its sustainability initiatives in India. (5)
- c) Explain the role of CSR in an organization. (5)

***** End of Question Paper *****