



SURNAME: RAHMAN

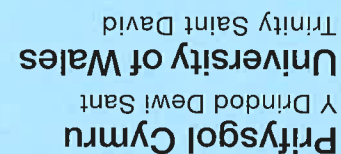
FORENAME(S): MD ABIDUR

12 Pages

1. Please give the information requested in the boxes below.
2. Enter your name in the space provided to the right, fold over and seal down (using the label provided) to hide your name.
3. The answers must be legibly written. The Examiners can either ignore illegible script or have it typed and the expense of typing charged to the candidate.
4. Write your answers in ink.
5. Begin each answer on a fresh page. Do all rough work in the answer book and cross it through.
6. No part of this book is to be torn out; it must be handed in complete.
7. If more books than one are used, fasten them together using the tags available from the invigilator(s).
8. **Every book must be handed in. In no circumstances may answer books, used or unused, be taken out of the examination venue.**

[illegible]

(Gweler yr ochr arall am y fersiwn Cymraeg)



12 Tudalen

Cyfarwyddiadau i Ymgeiswyr

1. Rhwch yr holl wybodaeth y gofynnir amdani yn y blychau isod.
2. Rhwch eich enw yn y lle a ddarparwyd ar y dde, pilygch e'f a'i seio i lawr (gan ddefnyddio'r label a ddarparwyd) i guddio'ch enw.

guddio'ch enw.

3. Rhaid i'r atebion fod mewn llawysgrifen dda
gael ei theipio a chael yr ymgeisydd i dalu.

4. Ysgrifennwch eich atebion mewn inc.

5. Dechreuwch bob ateb ar dudalen newydd. Gwnewch unrhyw fras nodiadau yn y lllyfr atebion a thynnu llinell drwyddynt.

6. Ni ddylid rhwgo unrhyw ran o'r llyfr hwn; rhaid ei gyflwyno yn gyfan.

7. Os defnyddir mwy nag un llyfr, rhwymwch hwy gyda'i gilydd gan ddefnyddio'r tagiau sydd ar gael oddi wrth y gwyliwr/gwilywr.

8. Rhaid dychwelyd pob llyfr. Ni chaniateir mynd â llyfrau atebion, wedi eu defnyddio neu heb eu defnyddio, allan o'r lleoliad arholi o dan unrhyw amgylchiadau.

7	Nifer y Llyfrau Atebion a gyflwynwyd	
6	Rhif Sedd	
5	Lleoliad yr Arholiad	
4	Dyddiad ac Amser yr Archoliad	
3	Cod y Modwl	
2	Teitl y Papur Arholiad	
1	Rhif Myfyrwr	

(See the other side for English version)

Rhestrwch rifau'r cwestiynau a ymgelisiwyd gennydh	
At Ddiibenion y Swyddfa	Cyfanswm

Llenwch, plynwch a seliwch
(gweler nodyn 2 isod)

CYFENN:

ENW(AU) CYNTAF:

Ans to the Q.No 8 (PART-A)

- ① B ✓
- ② B ✓
- ③ B ✓
- ④ D ✓
- ⑤ A ✓
- ⑥ B ✓
- ⑦ B ✓
- ⑧ C ✓
- ⑨ A ✓
- ⑩ A ✗

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Ans to the Q.1 (PART-B)

Q.1 Corporate Social Responsibility (CSR) means the social and ethical responsibility maintain by business organizations. Businesses have to think the social wellbeing and fairness with the communities.

Q.2 Advantage of CSR

- ① Good reputation of the company
- ② More sales and profit
- ③ Increase the loyalty of customers
- ④ More expansion of business

Q.3 Disadvantage of CSR

- ① Increase Accountability.
- ② More expense on training and SOP.
- ③ Sometimes conflicts with partners.
- ④ More social and ethical responsibility to gain the customer satisfaction.

⑬

Business Environment : Business Environment means the factors and conditions that affect any business or organization directly or indirectly to achieve the goal of making profit. It could be Political, Social, cultural etc.

Political environment defines the roles and regulation of a business such as tax, tariffs, government policies that businesses have to follow.

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Social environment defines the diversity and cultural factors that business have to be aware while dealing with employees and customers.

Need to distinguish b/w internal & external

Ans to the Q NO 2

(a) Gross Domestic Product (GDP) is the monetary value of all finished goods and service produced by countries citizens while Gross National Income (GNI) is the income of a countries citizen both nationally and internationally minus income earned by foreign investors or residents within domestic economy.

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(b) Socio-cultural factors such as age, culture, way of thinking, food habit can affect the business environment in many ways. To run and manage an organization specially in UK or any diverse society its

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very important for the managers to behave with customers and employees according to their cultural and social backgrounds. To gain a profitable and sustainable business it is vital to follow the sociocultural factors in a diverse workforce.

Ans to the Q.no 3

① Elasticity: Elasticity measures the degree of a products or services demands and supplies ~~refer~~ to a change ~~in price~~ in price. The price of fuel does not make a big change to the buyer because it is an inelastic product and consumer have to buy it, does not matter the price. on the other hand an air ticket price could be substitute by any other cheaper price, so it is elastic product.

Inelastic product is more necessary while elastic product can be easily substitute by others. *Need to discuss some of the factors of elasticity?*

② Market failure: Market failure is a situation while both seller and buyer are not in a comfortable position. when demands and ~~supply~~ supplies are not stable or under production or overproductions happens then it is called market failure. There is no market equilibrium.

Social and political impact could be a major cause of market failure while ~~investor~~ failed

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to follow the law, regulation and government policies.

cultural and economic factors are also responsible for market failure. Socio-cultural factors such as age, belief, food habit, lifestyle are also ~~plays~~ a vital role for adequate demands and supplies of the goods and services.

Ans. to the Q.No 4

(a) International Trade : International trade

means the exchange of finished goods, products, ideas, and services globally across the borders to ~~gain~~ the profit.

Now-a-days organizations are most ~~likely~~ likely expanding business ~~over~~ overseas and getting more globalize by sharing products and services everywhere in the world. By the help of modern technology such as internet and modern science businesses are now flying ~~every~~ every corner of the world. It increase more profit along with business reputation. More customers globally means more ~~sustainability~~ sustainability and more expansion of business. Exchange of goods and services between countries and regions improve the world economy by ~~creating~~ creating more jobs and opportunity for everyone.

⑥ Political environment & Politified Environment defines the law, regulations, policies and rules that can affect a business to gain the success. Many organizations are directly affected by political environment such as import and export business, oil company, tobacco company. These organization have to follow the law while trading with customers. The tax and tariffs should be deal with transparency. International trade agreements should be up to date and quality of services and products has to be in a good quality to maintain the customer satisfaction.

Government decisions is a very sensitive issue dealt by most business. The law and Policy defined by government is a major factor that directly affect any business.

Businesses like money exchange, import and export, interest rate, banking, share holder, foreign investors are very affected by government rules and regulation. To establish a sustainable and profitable business it is mandatory for any organization to follow the specific government rules and regulations.

Question No.

Examiner Only

Question No.

Examiner Only

Arholwr yn unig

Arholwr yn unig Rhif y Cwestiwn

Rhif y Cwestiwn