

Reg. No

Name

BA, B SC, B. COM DEGREE END SEMESTER EXAMINATION - OCTOBER 2025**SEMESTER 3 - DISCIPLINE SPECIFIC ELECTIVE****COURSE: 24UCOMDSE210 - BUSINESS AND TECHNOLOGY***(For Regular - 2024 Admission)*

Time: 1.5 hrs

Max. Marks: 50

PART A***Answer any five questions. Each question carries 2 marks each***

1. Illustrate the idea of a business organization with an example. (CO1, U)
2. Describe any two benefits of decentralization. (CO2, U)
3. What is the overview of systems in accounting? (CO3, U)
4. During a team meeting, an employee misunderstands the instructions due to background noise and cultural differences. Identify two barriers to communication in this situation and briefly explain how they affect understanding. (CO4, A)
5. Write any two benefits of counselling in organizations. (CO4, U)
6. What are corporate governance codes? (CO5, U)
7. A small retail shop is affected when fuel prices rise sharply. Which economic factor is influencing the business in this case? (CO1, A)

(2 x 5 = 10)**PART B*****Answer any four questions. Each question carries 5 marks each***

8. Analyze how strategic, tactical, and operational planning interact to ensure organizational goals are achieved. (CO2, An)
9. XYZ Ltd., a mid-sized trading company, recently discovered a major financial fraud involving manipulation of purchase invoices and diversion of company funds by a few employees. The management realized that certain weaknesses in the system, such as lack of segregation of duties, weak supervision, and inadequate internal controls, created opportunities for fraud. Based on the above case, describe the prerequisites of fraud in organizations and explain how they are reflected in XYZ Ltd.'s situation. (CO3, An)
10. Explain the impact of geographical factors on business organisations. (CO1, U)
11. A manager struggles to handle multiple projects at once and often feels stressed about deadlines. Suggest suitable time management techniques that could help, and briefly explain how each would improve efficiency. (CO4, A)

12. Arun, a team leader, verbally instructs his team to complete a report by Friday. Some team members misinterpret the instructions and submit incomplete work. Arun realizes that his message was not clear, and the noise in the office made it hard for everyone to listen properly. He then repeats the instructions more clearly and confirms understanding. Identify and explain the elements of the communication process illustrated in this scenario. (CO4, A)
13. Discuss the role of corporate codes of ethics in business practices. (CO5, An)
- (5 x 4 = 20)**

PART C

Answer any two questions. Each question carries 10 marks each

14. A multinational company announces the construction of a new factory in a semi-urban area. The project promises to create jobs and boost local business, but it also raises concerns. Local residents fear pollution and loss of agricultural land, while shareholders expect maximum profits. Employees demand fair wages and safe working conditions, while the government expects compliance with environmental laws and timely tax payments. Analyze how the differing interests of these stakeholders can lead to conflicts, and suggest strategies the company can adopt to effectively manage these conflicts. (CO4, An)
15. Evaluate the impact of strategic choice on the success of organizations. (CO2, E)
16. Explain the different types of business organizations with examples. (CO1, U)
17. "Ethical behavior is the backbone of the accountancy profession." Discuss with examples. (CO5, E)
- (10 x 2 = 20)**