UNIVERSITY OF SWAZILAND

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION PAPER, JULY 2009

TITLE OF PAPER	:	BUSINESS ENVIRONMENT
DEGREE AND YEAR	:	DIP.COMM 1 /IDE LEVEL 1
COURSE CODE	:	BA 111
TIME ALLOWED	:	TWO (2) HOURS
INSTRUCTIONS	:	1. THIS PAPER CONSISTS OF SECTIONS (A) AND (B).
		2. THE CASE STUDY ON SECTION (A) IS COMPULSORY. TOTAL MARKS POSSIBLE : 50 MARKS
		3. ANSWER ANY TWO QUESTIONS FROM SECTION (B). TOTAL MARKS POSSIBLE : 50 MARKS

NOTE: MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH AND FOR ORDERLY PRESENTATION OF WORK.

DO NOT OPEN THIS PAPER UNTIL THE INVIGILATOR HAS GRANTED PERMISSION.

SECTION A. - COMPULSORY

IBM ON SOCIAL RESPONSIBILITY

International Business Machines (IBM) Corporation provides business solutions to customers through the use of advanced technology such as computers, software, and management information systems. IBM uses its company Web site to inform stakeholders about the company activities in the area of social responsibility and to promote stakeholder participation in these activities, and because of this, information about IBM's social responsibility activities is both focused and well organized.

For the last 10 years, IBM has been one of the largest corporate contributors of cash, equipment, and people to nonprofit organizations and educational institutions across the United States and around the world. The company's central focus is on helping people use information technology to improve the quality for themselves and others.

Company commitment to solutions-oriented innovations for these organizations involves both monetary contributions and working hand-in-hand with the organizations themselves to design technology solutions that address specific problems. This commitment focuses on several priority areas;

- Education: IBM realizes the worldwide power and importance of education. Through major initiatives such as Reinventing Education, KidSmart, and Project First, the company hopes to promote knowledge and skills that will ensure that communities thrive around the globe.
- Adult training and Workforce Development: IBM invests in helping others to use technology as a powerful tool in education and job training programs for adults. There is a special focus on using technology to broaden opportunities and strengthen programs available to adults in need of new skills and employment.

- Arts and Culture: By joining with libraries, museums, and other cultural institutions in exciting partnerships that can use IBM's expertise.

- Helping Communities in need: wherever IBM does business around the world, it forms connections to communities and supports a range of civic and non-profit activities that help those in need.

- Environment: IBM supports preservation of the environment by promoting the optimal use of leading-edge technology to conduct environmental research for new knowledge and enhanced understanding of important issues.

- Employee Giving: IBM teams with its employees to support organizations and causes in the communities where they live and work.

The overall message is clear: IBM strives to be a socially responsible member of the communities in which it does business.

Case adapted from Certo and Certo, Principles of Management, 10ʰ Edition

1. Use IBM's situation to argue against corporate social responsibility. (Only 4 points necessary). (20 marks)

2. How does IBM's involvement in social issues benefit help the ordinary shareholder? (10 marks)

3. From an ethical perspective, under which view would you place IBM's actions. Give 2 reasons to support your answer. (20 marks)

SECTION B – ANSWER ANY 2 QUESTIONS

Question 2

Although it remains a new concept in developing countries, workforce diversity presents both opportunities and challenges for managers. In fact a diverse organization is most likely to be better placed as the world further globalizes. *Explain, under headings, 5 key challenges that managers may face with respect to workforce diversity.* For each challenge, make sure you provide a clear example to clarify the challenge. (25 marks)

Question 3

Organisations can be held liable for sexual harassment that occurs in the workplace. *Discuss 4 strategies/ways that an organization can pursue or do in order to safeguard itself from such liability.* (Note: Your strategies must be under headings) (25 marks)

Question 4

Explain, giving an example for each, the following concepts

A. Reactive Political Strategy (9 Marks)

B. The *difference* between Physiological and Psychological stress symptoms

(NOTE: explain the difference, giving an example to explain the difference)

(8 Marks)

C. The *difference* between Altruism and Enlightened self-interest

(NOTE: explain the difference, giving an example to explain the difference)

(8 Marks)