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| Trimester: Jan-Mar 2024 | | |
| Examination: End-term Examination | | |
| Program code: 08 Program: MBA Executive | Class: FY | Trimester: II (SVU 2023-24) |
| Name of the Constituent College: K. J. Somaiya Institute of Management | Name of the department/Section/Center: Economics | |
| Course Code: 217P08C210 | Name of the Course: Economic Environment of Business | |

Maximum Marks: 50
Duration: 3 Hrs.

Date: 05-04-24

Instructions: - Write your answers legibly (each one in about 30 lines). Attempt any 3 from first 4 questions (3*10=30; case study is for 20 marks and is COMPULSORY)

| Question No. | | Max. Marks |
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| Q1 | Which aspects of the business environment the promoters generally observe before arriving at a decision to invest in a country? | 10 |
| Q2 | Analyse the social and environmental factors (in PESTEL) in the Indian context and state whether they are conducive for business. | 10 |
| Q3 | What is the essence of monetary policy of a country? Explain as to what implications the monetary policy has on the conduct of business. | 10 |
| Q4 | Can responsible governments in democracy promise every one of their citizens everything and to make everyone prosperous? How can they achieve such promises? What implications such promises (as national agenda) would have bearing on the businesses both directly or indirectly? | 10 |
| | <p>The Dark Side of Chocolate</p> <p><i>The Dark Side of Chocolate is a documentary film about the exploitation and slave trading of African children to harvest chocolate still occurring nearly ten years after the cocoa industry pledged to end it. Cocoa plantations in Ghana and the Ivory Coast provide 80% of the world with chocolate, according to Copwatch. Chocolate producers around the world have been pressured to "verify that their chocolate is not the product of child labor or slavery. In 2000, BBC aired Slavery: A Global Investigation which brought the issue of child labor in the cocoa industry to light. In 2001, the Chocolate Manufacturers Association and its members signed a document that prohibited child trafficking and labor in the cocoa industry after 2008. Despite this effort, numerous children are still forced to work on cocoa plantations in Africa. In 2009, Mars and Cadbury joined the Rainforest Alliance to fight against child labor. By 2020, these major chocolate manufacturers hope to completely</i></p> | 20 |

eradicate child labor on any plantations from which they purchase their cocoa. The Dark Side of Chocolate was produced by Danish journalist Miki Mistrati who investigated the use of child labor and trafficked children in chocolate production. It is filmed by U. Roberto Romano.

The filming started in Germany, where Mistrati asked vendors where their chocolate comes from. They then flew to Mali, where many of the children are from. Next, they explored the Ivory Coast where the cocoa plantations are located. The film ends in Switzerland where both the International Labor Organization (ILO) and the Nestle headquarters are located. Much of the footage in this documentary is recorded using a secret camera located in a bag Mistrati carries with him. The documentary was released in 2010, first in Denmark, and later in Sweden, Ireland, Belgium, and Norway Synopsis In 2001, the Chocolate Manufacturers Association formed an action plan entitled the Harkin-Engel Protocol that would aim to end the worse forms of child trafficking and slave labor. However, child trafficking still continued in countries in West Africa. Authorities and companies denied it happened. Due to this conflicting outlook, the filmmakers went undercover to discover the truth.

The film starts with its two filmmakers investigating independently by journeying to the western coast of Africa to the country of Mali, the country where children were rumored to be smuggled from and then transported to the Ivory Coast. The team of journalists aimed to investigate human trafficking and child labor in the Ivory Coast and its effects on the worldwide chocolate industry. The documentary starts in Cologne, Germany where Mistrati asks each vendor at a gathering of chocolate makers where their chocolate is imported from. Their responses lead to the conclusion that almost all chocolate is imported from somewhere in Africa. Their detective work lead them to find that people in Mali were trafficking children at bus stations by bribing them with work and money, or by kidnapping them from villages. Afterward, they are taken to towns near the border such as Zegoua, where another trafficker transports the children over the border on a dirt-bike. Then they are left with a third trafficker who sells the children to plantations. The children, ranging in age from 10 to 15, are forced to do hard labor, physically abused, and paid poor wages, or none at all. Most of them stay with the plantation until they die, never seeing their families again. Child labor and trafficking is illegal according to the Harkin-Engel Protocol, an agreement that was signed by all major chocolate companies promising not to harvest their cocoa beans through means of child workers. When confronted with this issue, the corporate representatives of some of these companies denied all rumors of child labor and trafficking, but the investigations of the filmmakers proved brought to light the continued abuse of children on cocoa plantations.

Transparency, fairness, responsibility, and accountability are the major pillars of governance. While firms are justified in earning profits, there must be some minimum social norms and human values to be followed

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| | doing this. Evaluate the situation and provide your views on the issue. | |
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