

GUJARAT TECHNOLOGICAL UNIVERSITY**MPM - SEMESTER-I (B. Pharm. - III) • EXAMINATION – WINTER 2013****Subject Code: 4330201****Date: 09-01-2014****Subject Name: Business Environment****Time: 02.30 pm - 05.30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 (a)** What do you mean by Business Environment? Discuss Various types of environment. **07**
- (b)** Explain the macro environment affecting Business. **07**
- Q.2 (a)** Define and discuss Economic Environment with appropriate example. **07**
- (b)** Discuss different types of economic systems. **07**
- OR**
- (b)** Discuss the role of Foreign Direct Investment in India. **07**
- Q.3 (a)** What do you mean by Technology? Describe the impact of technology on business. **07**
- (b)** Discuss the process of technology adaptation. **07**
- OR**
- Q.3 (a)** What do you mean by “Patent”? Discuss different types of patents. **07**
- (b)** Write a note on ISO standards. **07**
- Q.4 (a)** Write short note on the following **07**
- (i) EPZs and SEZs
- (ii) GATT
- (b)** Discuss the objectives of WTO. **07**
- OR**
- Q.4 (a)** What do you mean by MNC? Discuss the role of MNCs in Indian Economy. **07**
- (b)** Explain in detail Consumerism and the measures initiated by Government of India to protect the consumer rights? **07**
- Q.5 (a)** Discuss the concept of Corporate Social Responsibility of Business with example. **07**
- (b)** Discuss in detail Sustainable development. **07**
- OR**
- Q.5 (a)** How government policies for pollution control are influencing the business environment in India. **07**
- (b)** What is Green Marketing and the reason for popularity of green marketing. **07**
