

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Semester –II Examination Dec. - 2011

Subject code: 820002**Date: 09/12/2011****Subject Name: Environment for Business (EFM)****Time: 10.30 am – 01.30 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) Critically examine the impact of the post 1991 economic reforms on the business environment in India? Support the answer with suitable examples. **07**

(b) Discuss how the new technologies are changing the rules of competition and thereby reshaping the business context and strategies? **07**

Q.2 (a) “Cultural sensitivity to differences spells the difference between global business success and failures” Critically examine the statement with suitable examples? **07**

(b) Explain briefly the generally observed pattern in the adopter categories and adoption process of technology by society? Give suitable examples. **07**

OR

(b) Explain in detail consumerism and the measures initiated by the government of India to protect the consumer rights and the redressal of consumer disputes? **07**

Q.3 (a) Explain the Public and Private perspectives of Corporate Governance and the importance of Corporate Governance as per the Birla Committee Report? **07**

(b) What are the micro and macro indicators, as well as the push and pull factors responsible for the growing importance of international business to the economy and the firm? **07**

OR

Q.3 (a) Briefly explain the various components of Balance of payments and the causes of BOP disequilibrium? **07**

(b) What are the measures to correct the disequilibrium in BOP and financing of BOP deficit? **07**

- Q.4 (a)** According to Michael E.Porter which are the factors that determine the competitive advantage of nations and which factors are responsible in constraining India's competitive advantage? **07**
- (b)** Explain the Comparative Cost Theory and Factor Endowment Theory? **07**

OR

- Q.4 (a)** What are the different types of pollution and why the problem of pollution in developing countries is more serious than in advanced countries? **07**
- Q.4 (b)** What crucial role the government can play in preserving the ecological balance? **07**
- Q.5 (a)** What is Green Marketing and the reasons for growing popularity of green marketing? **07**
- (b)** How can Green Marketing help in sustainable development? **07**
Support your answer with suitable examples.

OR

- Q.5 (a)** Explain in detail the WTO Agreement on agriculture and Trade Related Investment Measures (TRIMS). **07**
- (b)** What is TRIPs and how can developing countries maximize the benefits from TRIPs. **07**
