

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-II • EXAMINATION – WINTER 2013

Subject Code: 820002**Date: 24-12-2013****Subject Name: Environment for Business (EFB)****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)** Define the concept Economic Environment for Business with appropriate examples. Discuss the importance of economic environment for business. **07**
- (b)** Explain various environment factors affecting National and International Business in brief **07**

- Q.2 (a)** What is Corporate Social Responsibility? Discuss the practical examples from the Indian context. **07**
- (b)** Critically examine the impact of the Industrial Policy 1991 on the business environment in India? Support the answer with suitable example **07**

OR

- (b)** Discuss 11th Five Year Plan and its impact on the different sectors of the Indian Economy. **07**
- Q.3 (a)** Explain the term 'Cultural Adaptation', 'Cultural Shock' and 'Cultural Transmission'. How are they important in determining environment for business? **07**
- (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**

OR

- Q.3 (a)** Explain the impact of technological growth on Indian Economy. **07**
- (b)** Explain the process of Technological adaptation and development. **07**

- Q.4 (a)** What is patent? Briefly explain the effect of change in the patent law of India on Pharmaceutical industry? **07**
- (b)** Discuss in detail the difference between FEMA and FERA **07**

OR

- Q.4 (a)** Explain in detail the various components of Balance of Payments and the causes of BOP disequilibrium? **07**
- Q.4 (b)** Discuss in brief the effect of Tariff and Non-tariff barriers on international trade **07**

- Q.5 (a)** What is the difference between Green Marketing and Traditional Marketing? Explain in detail. **07**
- (b)** What is TRIPs and how can developing countries get maximum benefits from TRIPs. **07**

OR

- Q.5 (a)** How government policies for pollution control are influencing the business environment in India **07**
- (b)** Write a note on ecological imbalance. **07**
