

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) – SEMESTER – 2 • EXAMINATION – WINTER - 2017

Subject Code: 4120505**Date: 04/06/2018****Subject Name: Business Environment****Time: 02:30 PM To 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) Explain the meaning and significance of Business Environment. **07**
 (b) Write a note on different types of economies in the world. Explain the Mixed Economy in detail. **07**
- Q.2** (a) Define the term Internal Environment. Explain different factors affecting Internal Environment with the help of suitable examples. **07**
 (b) Define National Income and explain the methods of measuring National Income. **07**
- OR**
- (b) Explain the term FDI and discuss its impacts on Indian Economy. **07**
- Q.3** (a) Explain the Consumer Rights in detail. **07**
 (b) Evaluate the role of new Industrial Policy 1991 in the development of Indian Industry. **07**
- OR**
- Q.3** (a) Explain the meaning and significance of Social Environment. **07**
 (b) Explain the concept of EOU and SEZs. Differentiate between EOU and SEZs. **07**
- Q.4** (a) Define the term Macro Environment. Explain different factors affecting Macro Environment with the help of suitable examples. **07**
 (b) Write the detailed note on EXIM policy of India. **07**
- OR**
- Q.4** (a) What is WTO? Explain the objectives of WTO. **07**
 (b) Write a note on Consumer Protection Act in India. **07**
- Q.5** (a) Discuss the concept of Social Responsibility of business with examples. **07**
 (b) What does International Business mean? Explain reasons, importance and advantages of going international. **07**
- OR**
- Q.5** (a) Explain in detail the Monetary Policy in India. **07**
 (b) Define Globalization. What is the impact of Globalization on business? **07**
