

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

# GUJARAT TECHNOLOGICAL UNIVERSITY

MBA (AM) SEMESTER 2 EXAMINATION – WINTER 2018

**Subject Code: 4120505**

**Date: 29/12/ 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) Define the term Micro and Macro Environment. Explain the different factors affecting Macro- Environment. 07**  
**(b) How India is mixed economy discuss. 07**
- Q.2 (a) How social and cultural factors affect business environment. 07**  
**(b) Discuss economic reforms taken by government. 07**  
**OR**  
**(b) Critically evaluates the New Industrial policy of 1991. 07**
- Q.3 (a) Write a note on different types of economies in the world. Explain the pros & cons of mixed economy. 07**  
**(b) Explain role of WTO in Indian business environment. 07**  
**OR**
- Q.3 (a) Examine the recent EXIM Policy of the government of India. 07**  
**(b) Discuss what the International business environment problems are. 07**
- Q.4 (a) What is Globalization? Factors contributing in globalization of the world economy. 07**  
**(b) Discuss changing concepts and objectives of business Interdependence of business and society. 07**  
**OR**
- Q.4 (a) Write short note on foreign direct investment. 07**  
**(b) Discuss concept of EOU and EPZ and SEZ. 07**
- Q.5 (a) Discuss consumer rights in detail. 07**  
**(b) What did you understand from sustainable business environment? 07**  
**OR**
- Q.5 (a) Write note on concept and significance of social environment. 07**  
**(b) Define National Income. Explain the different factors included in National Income. 07**