

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MAM - SEMESTER-II • EXAMINATION – SUMMER • 2015

Subject Code: 4120505

Date: 01-06-2015

Subject Name: Business Environment

Time: 10:30 am - 01:00 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) How can one classify the Business Environment? Differentiate between the two types of business environment. **07**
- Q.2 (a)** Write a note on different types of economies in the world. Explain the pros and cons of mixed economy. **07**
(b) Explain the various objectives and principles for the establishment of WTO. **07**
- OR**
- (b)** What are SEZs? Differentiate between EOU and SEZs. **07**
- Q.3 (a)** What does international business mean? Explain reasons, importance and advantages of going international. **07**
(b) What are the pre-requisite for Globalization? **07**
- OR**
- Q.3 (a)** Write a short note on social environment. **07**
(b) What are the rights and duties of consumer under the Consumer Protection Act of 1986? **07**
- Q.4 (a)** Differentiate between Monetary Policy and Fiscal Policy. **07**
(b) Explain Porter's Five Force Analysis in Detail. **07**
- OR**
- Q.4 (a)** Explain different foreign market entry strategies. **07**
(b) What do you mean by FDI? What is the need for FDI? **07**
- Q.5 (a)** Write a note on Indian Economy. **07**
(b) Explain different methods of measuring national income. **07**
- OR**
- Q.5 (a)** Explain economic development and economic growth. Differentiate between two. **07**
(b) What do you mean by ethics? What is the role played by ethics for a sustainable business? **07**
