

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER – II • EXAMINATION – SUMMER 2015

Subject Code: 820002

Date: 19/05/2015

Subject Name: Environment For Business (EFB)

Time: 10.30 AM TO 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) Discuss in detail micro & macro environmental factors which have an impact on business. **07**
- (b) Assume yourself as a manager of Alliance Industrial Bank and explain how you will adopt technology with reference to 5 A's. **07**
- Q.2** (a) Explain the concept of Corporate Social Responsibility. Highlight with any corporate example of your choice. **07**
- (b) Explain the changing economic role of Government. What according to you are the areas of the economy where government intervention is desirable? **07**
- OR**
- (b) Industrial Policy adds fuel to development of economy. Explain. **07**
- Q.3** (a) What do you mean by Technology? Describe the impact of technology on business. **07**
- (b) Which are the elements of culture that affect business? **07**
- OR**
- Q.3** (a) Explain different types of patents and write a detailed note on Indian patent protection policy. **07**
- (b) Critically evaluate the impact of W.T.O. on India and explain its impact on Indian farmers. **07**
- Q.4** (a) Discuss importance and initiatives of Exim Policy by government for export promotion. **07**
- (b) Fiscal Policy is a useful tool in hands of government to fight inflation. **07**
- OR**
- Q.4** (a) Discuss salient features of FEMA. Explain its role in for promoting exports of Indian goods and services? **07**
- (b) Explain the concept of sustainable development. Is this concept different from the concepts of economic development? **07**
- Q.5** (a) Discuss the problem of pollution with reference to India. Explain the relationship between economic growth and ecological problems. **07**
- (b) Outline important features of Government Policy towards environmental protection. **07**
- OR**
- Q.5** (a) Explain following concepts in detail: **07**
1. Green Marketing.
2. SEZ
- (b) Highlight the objectives and features of Consumer Protection, 1986. **07**
