

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA SEMESTER– II • EXAMINATION – SUMMER 2018

Subject Code: 820002

Date: 01/06/2018

Subject Name: Environment for Business

Time: 10:30 am – 1:30 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 the importance of economic environment for business. **07**
(b) What is Corporate Social Responsibility? How Indian companies follow and fulfill the same? **07**
- Q.2** (a) Explain macro factors affecting business organization. **07**
(b) What is the significance of social environment with the development of corporate governance in India? **07**
- OR**
- (b) Write short notes on the following: **07**
(1) EPZs and SEZs
(2) WTO
- Q.3** (a) Discuss the mixed economy model in detail with critical analysis. **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) What is Intellectual Property? Explain copyright, trademark and patents with examples. **07**
(b) Explain how technological growth has an impact on Indian Economy. **07**
- Q.4** (a) Explain the process of Technological adaptation and development. **07**
(b) Explain in detail the difference between FEMA and FERA. **07**
- OR**
- Q.4** (a) Explain the concept of Balance of Payment. **07**
(b) Explain and discuss the effects of Tariff and Non-tariff Barriers on International trade. **07**
- Q.5** (a) Explain the concept of Green Marketing in detail. **07**
(b) Explain the changing role of government for the prevention and control of Pollution. **07**
- OR**
- Q.5** (a) Discuss the importance and benefits of Ecological Environment. **07**
(b) Discuss in detail Sustainable Development. **07**
