Sea	t No.:	Enrolment No GUJARAT TECHNOLOGICAL UNIVERSITY A (INTEGRATED) - SEMESTER- 02 • EXAMINATION – SUMMER 2017	
Subject Code: 4120505 Subject Name: BUSINESS ENVIRONMENT Time 10 20 ANT + 21 20 PM			
	tructio 1. 2.	10:30 AM to 01:30 PM Total Marks: 70 ons: Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.)
Q.1	(a)	Define Business Environment. Explain the Internal Environment which influences the business firm in brief.	07
	(b)	"Suppliers, Customers and Market Intermediaries are very close to company and affect its performance" – Justify the statement.	07
Q.2	(a)	What do you understand by Capitalism? Discuss the merits and demerits of	07
	(b)	Capitalism in brief. Explain various Macro Environmental forces of the business firm in brief. OR	07
	(b)	Do you believe that political stability leads to business development and viceversa? Discuss.	07
Q.3	(a)	"In today's dynamic world it is the only technology/innovation which can give strategic advantage." Give a critical comment on this statement including some related examples.	07
	(b)	What are the objectives of Industrial policy in India? Summarize the new Industrial Policy of 1991.	07
Q.3	(a)	OR Explain some principal features of National Income of India.	07
	(b)	Explain Foreign Trade. Discuss the important features of the Foreign Trade Policy (2009-14).	07
Q.4	(a)	Explain the different factors that favor an International Business Environment	07
	(b)	in brief. What is WTO? Explain the roll of WTO in India's Socio-Economic Development.	07
ΩA	(n)	OR Discuss the importance of Export Processing Zones (EPZs) and Export	07
Q.4	(a) (b)	Oriented Unit (EOUs) in India. Discuss the merits and demerits of foreign investment in India.	07
Q.5	(a)	Do you think Business and Society are Interdependence? Explain some Social objectives of Business.	07

(b) Discuss some factors to be considered in Social Environment in brief.

OR

(a) What you mean by Sustainable Environment? Suggests some ways to make Business firm Environment Friendly in brief.

(b) Explain some Rights and Duties of the Consumer in India.

Q.5

07

07

07