Sea	t No.:	Enrolment No	
		GUJARAT TECHNOLOGICAL UNIVERSITY MAM - SEMESTER-II • EXAMINATION – SUMMER • 2014	
Su	bject	Code: 4120505 Date: 28-06-2014	
Su	bject	Name: Business Environment	
		0:30 am - 01:30 pm Total Marks: 70	
Inst	2.	Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.	
Q.1	(a)	What do you understand by Business Environment? Explain some features of Business Environment.	07
	(b)	Explain the internal environment factors associated with business in brief.	07
Q.2	(a)	Briefly explain the industrial pollution and state the role of government to control the pollution in brief.	07
	(b)	"The new technologies are changing the rules of competition and thereby reshaping the business context and strategies" – justify the statement with relevant examples of your choice.	07
		OR	
	(b)	Explain Economic Environment for business with appropriate examples.	07
Q.3	(a) (b)	Discuss the mixed economy model in detail with critical analysis. What is National Income? What are the problems faced in measuring National Income in a country like India?	07 07
		OR	
Q.3	(a)	Evaluate the role of new industrial policy 1991 in the development of Indian industry.	07
	(b)	Write the salient features on recent EXIM policy of India.	07
Q.4	(a) (b)	Write a short note on foreign market entry strategies in brief. Discuss the benefits and criticisms of W.T.O.	07 07
ΩA	(a)	OR Explain the impact of Foreign Direct Investment (FDI) on Indian economy in	07
Q.4	(a)	brief Elaborate economic reforms and Special Economic Zones (SEZs) in India	07
	(b)		
Q.5	(a) (b)	Explain the importance of scanning cultural environment for business Explain the consumer rights in detail	07 07
Q.5	(a)	OR Discuss the concept of social responsibility of business with examples	07
ų	(a) (b)	Explain in brief consumerism and the measures initiated by the government of India to protect the consumer's rights and the redressal of consumer disputes?	07
