Sea	at No.	: Enrolment No	
		GUJARAT TECHNOLOGICAL UNIVERSITY MAM - SEMESTER-II • EXAMINATION – SUMMER • 2015	
Su	ıbject	t Code: 4120505 Date: 01-06-2015	
Su	ıbject	t Name: Business Environment	
Ti	me: 1	10:30 am - 01:00 pm Total Marks: 70	
Ins	structio 1. 2. 3.	Attempt all questions.Make suitable assumptions wherever necessary.	
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. OR	07
	(b)	What are SEZs? Differentiate between EOU and SEZs.	0
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? OR	07
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.	0′
	(b)	Explain Porter's Five Force Analysis in Detail.	0′
		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
Q.C	(b)	Explain different methods of measuring national income.	0'
	()	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
