Seat No.:	Enrolment No.

Subject Code: 4120505

GUJARAT TECHNOLOGICAL UNIVERSITY MBA (AM) SEMESTER – 2 • EXAMINATION – WINTER - 2016

Date: 22/11/2016

Subject Name: Business Environment Time: 10.30 AM TO 05.30 PM **Total Marks: 70 Instructions:** 1. Attempt all questions. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. Q.1 Define the term Macro Environment. Explain the different factors affecting 07 (a) Macro- Environment. Write a note on different types of economies in the world. Explain the pros & **07 (b)** corns of mixed economy. 0.2 Define Money Supply and Demand in economy. Explain the role of Monetary 07 (a) Policy in maintaining supply and demand in the economy. Define National Income. Explain the different factors included in National **(b) 07** Income. OR **(b)** What do you understand by Business Environment? Explain some features of **07** Business Environment. 0.3 Explain Economic Environment for business with appropriate examples. **07** (a) Discuss the benefits and criticisms of W.T.O. **(b)** 07 OR Write a short note on foreign market entry strategies in brief. **07 Q.3** (a) Explain the impact of Foreign Direct Investment (FDI) on Indian economy in **07 (b)** brief. **Q.4** Explain in brief consumerism and the measures initiated by the government of 07 (a) India to protect the consumer's rights and the Redressal of consumer disputes? What is business ethics? List the important ethical principles that business **07 (b)** should follow. OR Define Environmental Sustainability. Explain how business has contributed in **Q.4** (a) **07** damaging environment? What does international business mean? Explain reasons, importance and **07 (b)** advantages of going international. **Q.5** Explain economic development and economic growth. Differentiate between **07** (a) Discuss the concept of social responsibility of business with examples. 07 **(b)** Q.5 What are the pre-requisite for Globalization? 07 (a) Evaluate the role of new industrial policy 1991 in the development of Indian **(b)** 07 industry
