Seat No.:	Enrolment No.

## GUJARAT TECHNOLOGICAL UNIVERSITY

Subject Code:4130503

MBA (AM) – SEMESTER –3 • EXAMINATION – WINTER - 2016

Date: 16/12/2016

Tir	ne: 02	Name: Environment Management  2.30 pm to 05.30 pm  Total Marks:  Attempt all questions.	70
	2. 3.	Make suitable assumptions wherever necessary. Figures to the right indicate full marks.	
Q.1	(a) (b)	Define the business environment. Briefly explain its characteristics.  A multinational two-wheeler company wants to start its operation in India. Identify the relevant environmental factors they would consider and describe how they will influence the decision.	07 07
Q.2	(a)	How is the impact of BREXIT ( UK exiting the European Union) going to impact the following  1) The British companies across the world. 2) The Indian Economy.	07
	<b>(b)</b>	Why it is equally important to study social and cultural factors and how does it lead to success or failure of a business. Exemplify.  OR	07
	<b>(b)</b>	Explain in detail Michael Porter five force model in detail.	07
Q.3	(a)	India has changed dramatically since 1991, Justify this statement in context to the industrial policies of India so far.	07
	<b>(b)</b>	What is Globalization. How is it different from Liberalization. What are the benefits and drawbacks of Globalization.  OR	07
Q.3	(a)	The Business Environment during British period was more of Regulated environment. Comment	07
	<b>(b)</b>	Define Mixed economy. Give reasons to support why India is a mixed economy.	07
Q.4	(a) (b)	Explain in detail the challenges of Indian economy.  What is privatization. What are its advantages and disadvantages.  OR	07 07
Q.4	(a) (b)	How China is impacting the Indian Economy. Our Prime Minister Shri Narendra Modi has made Indian bilateral relations much stronger than ever before. Comment.	07 07
Q.5	(a) (b)	Give a brief note on the global capital flows.  Explain in detail the Economic Environment of India.  OR	07 07
Q.5	(a) (b)	Short note on India Banking Industry.  What are the challenges that Indian Industries are facing to make them acceptable at the Global markets.	07 07

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