Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MAM - SEMESTER–III • EXAMINATION – WINTER • 2014

Subject Code: 4120505 **Date: 22-12-2014**

Subject Name: Business Environment

Time: 10:30 am - 01:30 pm **Total Marks: 70**

Instructions:

1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1	**(a)**	Business environment is very dynamic in nature – Justify the statement by discussing the features of business environment.	**07**
	(b)	Define socialism and highlight its features, merits and demerits.	**07**
Q.2	**(a)**	What are the benefits of studying economic environment for any business unit?	**07**
	(b)	Define business environment and elaborate the internal factors that have an impact on the enterprise with example of your choice.	**07**
		OR	
	(b)	Explain how macro factors like demography, political ideology and technology affects any enterprise with example of your choice.	**07**
Q.3	**(a)**	Justify the statement - 'India is an example of mixed economy'.	**07**
	(b)	Write a note on EXIM Policy	**07**
		OR	
Q.3	**(a)**	Discuss the Industrial Policy of India and various reforms that have taken place.	**07**
	(b)	Define national income and explain the methods of measuring national income.	**07**
Q.4	**(a)**	Write a detailed note on WTO by elaborating its features and objectives	**07**
	(b)	Write a note on impact of FDI on economy and business.	**07**
		OR	
Q.4	**(a)**	Define Globalization. What is the impact of Globalization on business?	**07**
	(b)	Explain the concept of SEZs and EPZs.	**07**
Q.5	**(a)**	Define social environment and explain how social environment affects business.	**07**
	(b)	What is business ethics? List the important ethical principles that business should follow.	**07**
		OR	
Q.5	**(a)**	Discuss 'Consumer Protection Act, 1986 – As a system for protection of consumer rights and redressal of consumer disputes'.	**07**
	(b)	Define Environmental Sustainability. Explain how business has contributed in damaging environment?	**07**

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