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GUJARAT TECHNOLOGICAL UNIVERSITY

MBA Semester -II Examination Dec. - 2011

Subject code: 820002 Date: 09/12/2011

Subject Name: Environment for Business (EFM)

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) Critically examine the impact of the post 1991 economic reforms on the business environment in India? Support the answer with suitable examples.
 - **(b)** Discuss how the new technologies are changing the rules of **07** competition and thereby reshaping the business context and strategies?
- Q.2 (a) "Cultural sensitivity to differences spells the difference between global 07 business success and failures" Critically examine the statement with suitable examples?
 - (b) Explain briefly the generally observed pattern in the adopter categories 07 and adoption process of technology by society? Give suitable examples.

OR

- **(b)** Explain in detail consumerism and the measures initiated by the government of India to protect the consumer rights and the redressal of consumer disputes?
- Q.3 (a) Explain the Public and Private perspectives of Corporate Governance 07 and the importance of Corporate Governance as per the Birla Committee Report?
 - (b) What are the micro and macro indicators, as well as the push and pull factors responsible for the growing importance of international business to the economy and the firm?

OR

- Q.3 (a) Briefly explain the various components of Balance of payments and the 07 causes of BOP disequilibrium?
 - **(b)** What are the measures to correct the disequilibrium in BOP and **07** financing of BOP deficit?

- Q.4 (a) According to Michael E.Porter which are the factors that determine the competitive advantage of nations and which factors are responsible in constraining India's competitive advantage?
 - **(b)** Explain the Comparative Cost Theory and Factor Endownment **07** Theory?

OR

- Q.4 (a) What are the different types of pollution and why the problem of 07 pollution in developing countries is more serious than in advanced countries?
- Q.4 (b) What crucial role the government can play in preserving the ecological 07 balance?
- Q.5 (a) What is Green Marketing and the reasons for growing popularity of 07 green marketing?
 - (b) How can Green Marketing help in sustainable development? **07** Support your answer with suitable examples.

OR

- Q.5 (a) Explain in detail the WTO Agreement on agriculture and Trade 07 Related Investment Measures (TRIMS).
 - **(b)** What is TRIPs and how can developing countries maximize the **07** benefits from TRIPs.
