## **GUJARAT TECHNOLOGICAL UNIVERSITY** MBA - SEMESTER-II • EXAMINATION – SUMMER 2013

Subject Code: 820002 Date: 15-05-2013 **Subject Name: Environment for Business** Time: 10:30am – 01:30pm **Total Marks: 70 Instructions:** 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. (a) What is political & Legal System? Explain in detail the different types 07 0.1 of Political systems with examples (b) What is Monetary & Fiscal Policy? What are the different measures 07 used by RBI to control the Monetary Policy in India? Q.2 (a) Explain in detail the different social responsibilities of Business 07 towards different groups (b) What is Corporate Governance? Explain its practices from Indian and 07 International perspective. OR (b) What are the different factors responsible for Poverty in India? 07 Q.3 (a) Write in detail the different types of Intellectual Property Rights 07 (b) Explain with example the concept of E-Commerce & E- Governance 07 OR (a) Discuss the role & impact of technology on business organization 07 Q.3 (b) What do you mean by a term ISO? Explain its role in an organization 07 0.4 (a) Explain in detail the four risks involved in International Business. 07 (b) In what scenario a firm pursues International Strategies. Explain in 07 detail OR **Q.4** (a) Write in detail the Foreign Exchange Management Act (FEMA) 1999. 07 (b) Explain the Balance of Payment (BoP) with Current Account & 07 **Capital Account Deficit** Q.5 (a) What is environmental technology? Also write the ecological 07 implications of technology (b) Explain in detail Green Marketing Strategies 07 OR **Q.5** (a) Explain the changing role of government for the prevention and control 07 of Pollution. (b) Write in detail the different types of Pollution that affects the business 07 environment

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