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## GUJARAT TECHNOLOGICAL UNIVERSITY MBA - SEMESTER - II • EXAMINATION - SUMMER 2015

Date: 19/05/2015

Subject Code: 820002

**Subject Name: Environment For Business (EFB)** Time: 10.30 AM TO 01.30 PM **Total Marks: 70 Instructions:** 1. Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks. Q.1 (a) Discuss in detail micro & macro environmental factors which have an impact on 07 business. Assume yourself as a manager of Alliance Industrial Bank and explain how you will 07 **(b)** adopt technology with reference to 5 A's. **Q.2** (a) Explain the concept of Corporate Social Responsibility. Highlight with any corporate **07** example of your choice. **(b)** Explain the changing economic role of Government. What according to you are the 07 areas of the economy where government intervention is desirable? **(b)** Industrial Policy adds fuel to development of economy. Explain. **07 Q.3** What do you mean by Technology? Describe the impact of technology on business. **07** (a) Which are the elements of culture that affect business? **07 (b)** Explain different types of patents and write a detailed note on Indian patent protection 07 **Q.3** (a) policy. Critically evaluate the impact of W.T.O. on India and explain its impact on Indian 07 **(b)** farmers. **Q.4** (a) Discuss importance and initiatives of Exim Policy by government for export **07** promotion. Fiscal Policy is a useful tool in hands of government to fight inflation. 07 **(b)** OR Discuss salient features of FEMA. Explain its role in for promoting exports of Indian **Q.4** (a) 07 goods and services? Explain the concept of sustainable development. Is this concept different from the **07 (b)** concepts of economic development? Discuss the problem of pollution with reference to India. Explain the relationship **Q.5** 07 (a) between economic growth and ecological problems. Outline important features of Government Policy towards environmental protection. **(b)** 07 OR Explain following concepts in detail: **07 Q.5** (a) 1. Green Marketing. 2. SEZ **(b)** Highlight the objectives and features of Consumer Protection, 1986. 07

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