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## GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-II • EXAMINATION – WINTER 2013

Date: 24-12-2013 Subject Code: 820002 **Subject Name: Environment for Business (EFB)** Time: 02.30 pm - 05.30 pm**Total Marks: 70 Instructions:** 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. 0.1 (a) Define the concept Economic Environment for Business with appropriate 07 examples. Discuss the importance of economic environment for business. (b) Explain various environment factors affecting National and International 07 Business in brief (a) What is Corporate Social Responsibility? Discuss the practical examples from 07 **Q.2** the Indian context. (b) Critically examine the impact of the Industrial Policy 1991 on the business 07 environment in India? Support the answer with suitable example OR (b) Discuss 11<sup>th</sup> Five Year Plan and its impact on the different sectors of the 07 Indian Economy. (a) Explain the term 'Cultural Adaptation', 'Cultural Shock' and 'Cultural 07 **Q.3** Transmission'. How are they important in determining environment for business? (b) Explain in detail consumerism and the measures initiated by the government of 07 India to protect the consumer rights and the redressal of consumer disputes? 07 0.3 (a) Explain the impact of technological growth on Indian Economy. **(b)** Explain the process of Technological adaptation and development. **07** (a) What is patent? Briefly explain the effect of change in the patent law of India 07 0.4 on Pharmaceutical industry? (b) Discuss in detail the difference between FEMA and FERA 07 OR (a) Explain in detail the various components of Balance of Payments and the 07 **Q.4** causes of BOP disequilibrium? **Q.4 (b)** Discuss in brief the effect of Tariff and Non-tariff barriers on international 07 trade **Q.5** What is the difference between Green Marketing and Traditional Marketing? **07** Explain in detail. (b) What is TRIPs and how can developing countries get maximum benefits from 07 TRIPs. OR (a) How government policies for pollution control are influencing the business 07 Q.5 environment in India **(b)** Write a note on ecological imbalance. 07

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