

GUJARAT TECHNOLOGICAL UNIVERSITY
MPM - SEMESTER– III • EXAMINATION – WINTER • 2014

Subject Code: 4330201**Date: 13-01-2015****Subject Name: Business Environment****Time: 10:30am to 1:30pm****Total Marks: 70****Instructions:**

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

- Q.1** (a) Discuss about important internal factors impacting business environment. **07**
 (b) Explain business environment focusing on competitive structure of industries. **07**
 Give illustration of pharmaceutical company to support your answer.
- Q.2** (a) Write a note on: Fiscal Policy. **07**
 (b) Discuss 11th five year plan in detail. **07**
- OR**
- (b) Explain salient features of the industrial policy development since 1991. **07**
- Q.3** (a) What are the impacts of IT revolution on business environment? **07**
 (b) “Business and Technology are inter-dependent on each other”. Comment. **07**
- OR**
- Q.3** (a) What incentives ‘patent’ provide to the innovators? Briefly explain the effect of change in the patent law on India on Pharmaceutical industry. **07**
 (b) Write a note on ISO Standards. **07**
- Q.4** (a) Explain in detail how GATT is responsible for the establishment of World Trade Organization. **07**
 (b) Elaborate Economic reforms and Special Economic Zones in India. **07**
- OR**
- Q.4** (a) “Foreign Direct Investment (FDI) has become a need for today’s business”- Do you agree. Justify your answer giving suitable illustration. **07**
 (b) Discuss the export policy of India. Explain the export promotion measures adopted in this context. **07**
- Q.5** (a) Explain what you understand by the concept of Social responsibility of business. Why should they develop a sense of social responsibility of business? **07**
 (b) Compare and contrast Green Marketing with Traditional Marketing. **07**
- OR**
- Q.5** (a) Explain various regulations related to pollution control on business and industry in India. **07**
 (b) Describe what you understand by business ethics. Are ethics necessary in the present context? **07**
