Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY MTM - SEMESTER-I • EXAMINATION - SUMMER • 2014

Date: 30-06-2014 Subject Code: 4230101 **Subject Name: Environment for Business** 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) Explain how the knowledge of Business Environment is helpful in management **07** of an organisation. (b) What do you understand by Economic System? Which form of Economic 07 system is best suited for India? Why? **Q.2** What does Globalisation mean to you? What are its pros and cons? 07 (b) Explain the Porter's Five force model concerning the Forces driving Industry 07 Competition. OR (b) List the various measures adopted under Monetary Policy by RBI. What **07** measures would be taken to control inflation by RBI? 0.3 What are the objectives of Fiscal Policy? Critically evaluate Union Budget 2013 **07** keeping in mind the objectives of Fiscal Policy? **(b)** Write a short note on Technology Transfer. 07 OR What is Innovation? How will you classify innovations? 0.3 07 (a) Discuss the Role of WTO in International Trade. **(b)** 07 Define Technology and describe its components and characteristics. 07 **Q.4** (a) **(b)** What are the factors affecting International Investment in India? 07 Discuss how Culture affects Organisational Behaviour? 0.4 07 (a) **(b)** Write a short note on Social Audit. **07 Q.5** Explain the various Social Responsibility Models. 07 Explain why considering Natural Environment has become important for 07 Businesses. (a) List various Consumer Rights and Responsibilities? 07 Q.5 **(b)** Write a short note on Patents. **07**
