

GUJARAT TECHNOLOGICAL UNIVERSITY

SEMESTER- 2 EXAMINATION – WINTER 2012

Subject code: 820002

Date: 04/01/2013

Subject Name: Environment for Business

Time: 10:30 – 13:30

Total Marks: 70

Instructions:

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

- Q.1** (a) Define the Comparative Cost Theory and Factor Endowment theory? **07**
(b) Explain the Monetary Policy & Define tools of Monetary Policy. **07**
- Q.2** (a) Define the macro and micro factors affecting Business Organizations? **07**
(b) Discuss the major challenges in union budget 2011-12 & explain the solution for challenges. **07**
- OR**
- (b) Define & Discuss Economic Environment for Business with appropriate examples. **07**
- Q.3** (a) How cultural environment has its impact on business? Give comparative analysis of China and India having contrast culture factors. **07**
(b) Discuss the mixed economy model in detail with critical analysis. **07**
- OR**
- Q.3** (a) Differentiate the FERA & FEMA **07**
(b) Define the concept of BOP (Balance of Payment) **07**
- Q.4** (a) Discuss briefly features of India and Japan's Technology policy. **07**
(b) Explain the concept of Carbon credit **07**
- OR**
- Q.4** (a) Define the concept of Green marketing **07**
(b) Elucidate the concept of sustainable development. Is this concept different from the concepts of economic development and human development? **07**
- Q.5** (a) What is GATT? What is the objective of GATT? Has India benefited from member of GATT? **07**
(b) Write short notes on the following:(1).EPZs and SEZs (2.) WTO **07**
- OR**
- Q.5** (a) Elaborate Economic reforms and Special Economic Zones in India **07**
(b) What is Intellectual Property? Explain, trademark and patents with examples. **07**
