

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER-II • EXAMINATION – WINTER 2013**

**Subject Code: 820002**

**Date: 24-12-2013**

**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.

- Q.1** (a) Define the concept Economic Environment for Business with appropriate examples. Discuss the importance of economic environment for business. **07**  
(b) Explain various environment factors affecting National and International Business in brief **07**

- Q.2** (a) What is Corporate Social Responsibility? Discuss the practical examples from the Indian context. **07**  
(b) Critically examine the impact of the Industrial Policy 1991 on the business environment in India? Support the answer with suitable example **07**

**OR**

- (b) Discuss 11<sup>th</sup> Five Year Plan and its impact on the different sectors of the Indian Economy. **07**

- Q.3** (a) Explain the term 'Cultural Adaptation', 'Cultural Shock' and 'Cultural Transmission'. How are they important in determining environment for business? **07**  
(b) Explain in detail consumerism and the measures initiated by the government of India to protect the consumer rights and the redressal of consumer disputes? **07**

**OR**

- Q.3** (a) Explain the impact of technological growth on Indian Economy. **07**  
(b) Explain the process of Technological adaptation and development. **07**

- Q.4** (a) What is patent? Briefly explain the effect of change in the patent law of India on Pharmaceutical industry? **07**  
(b) Discuss in detail the difference between FEMA and FERA **07**

**OR**

- Q.4** (a) Explain in detail the various components of Balance of Payments and the causes of BOP disequilibrium? **07**  
**Q.4** (b) Discuss in brief the effect of Tariff and Non-tariff barriers on international trade **07**

- Q.5** (a) What is the difference between Green Marketing and Traditional Marketing? Explain in detail. **07**  
(b) What is TRIPs and how can developing countries get maximum benefits from TRIPs. **07**

**OR**

- Q.5** (a) How government policies for pollution control are influencing the business environment in India **07**  
(b) Write a note on ecological imbalance. **07**

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