

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA SEMESTER– II • EXAMINATION – SUMMER 2018**

**Subject Code: 820002**

**Date: 01/06/2018**

**Subject Name: Environment for Business**

**Time: 10:30 am – 1:30 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) Discuss the importance of economic environment for business. 07  
(b) What is Corporate Social Responsibility? How Indian companies follow and fulfill the same? 07
- Q.2** (a) Explain macro factors affecting business organization. 07  
(b) What is the significance of social environment with the development of corporate governance in India? 07
- OR**
- (b) Write short notes on the following: 07  
(1) EPZs and SEZs  
(2) WTO
- Q.3** (a) Discuss the mixed economy model in detail with critical analysis. 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) What is Intellectual Property? Explain copyright, trademark and patents with examples. 07  
(b) Explain how technological growth has an impact on Indian Economy. 07
- Q.4** (a) Explain the process of Technological adaptation and development. 07  
(b) Explain in detail the difference between FEMA and FERA. 07
- OR**
- Q.4** (a) Explain the concept of Balance of Payment. 07  
(b) Explain and discuss the effects of Tariff and Non-tariff Barriers on International trade. 07
- Q.5** (a) Explain the concept of Green Marketing in detail. 07  
(b) Explain the changing role of government for the prevention and control of Pollution. 07
- OR**
- Q.5** (a) Discuss the importance and benefits of Ecological Environment. 07  
(b) Discuss in detail Sustainable Development. 07

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