

Enrollment No: _____ Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2017

Subject Name: Business Environment

Subject Code: 5MS02BEN1

Branch: MBA

Semester: 2

Date: 02/05/2017

Time: 02:00 To 05:00

Marks: 70

Instructions:

- (1) Use of Programmable calculator and any other electronic instrument is prohibited.
 - (2) Instructions written on main answer book are strictly to be obeyed.
 - (3) Draw neat diagrams and figures (if necessary) at right places.
 - (4) Assume suitable data if needed.
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SECTION – I

Q-1 Attempt the Following questions (07)

- a. Give one importance of business environment. **1**
- b. Which dimension of business environment involves improvement and innovation which provides new ways of producing goods and services and new methods and techniques of operating a business? **1**
- c. Banking sector reforms have led to easier credit terms and better services. This is an example of a Key component of the Business Environment. Give name this environmental component. **1**
- d. Give one impact of changes Industrial policy on business industries. **1**
- e. State the name of qualitative controlling techniques of monetary policy of India. **1**
- f. What do you mean by small scale industry? **1**
- g. Mention any two elements of social environment. **1**

Q-2 Attempt all questions (14)

- 1 Briefly discuss the Micro Environment of Business. **07**
- 2 'Corporate governance' has become an important 'buzzword'. Discuss the reasons **07**

OR

Q-2 Attempt all questions (14)

- 1 Briefly explain environmental scanning process. **07**
- 2 Could Regional trade integration be a building block for global governance of trade?- Explain **07**

Q-3 Attempt all questions (14)

- 1 Explain the difference between SEZ and EPZ. **07**
- 2 PEST analysis is a tool for business analysis.- Explain **07**



OR

Q-3 1 Dabur India is one of the biggest manufacturers of natural, herbal and ayurvedic products, healthcare and personal products and food products. **07**

It could cut its raw material expenditure to 50% by purchasing raw materials through e-sourcing. Dabur reduced its stocks at the stockiest end and entered into 10 year IT outsourcing- cum-consulting contract with Accenture. Their new advertisement campaign helped them a lot.

In order to reduce its interest outgo, it has managed to get low cost debt rather than high cost debt.

Dabur has already entered the global market. As part of the business strategy, it has acquired Redrock, a UAE based company and renamed it as Dabur international. Dabur international's joint venture in Bangladesh, which has manufacturing unit in Dhaka, became operational in 2003-04. They already set up joint venture in Pakistan and manufacturing unit in Nigeria.

The company's international business, including exports from India contributed 9.6% to the total sales. Dabur's FMCG business expected to do well with increasing demand.

Questions

Why does Dabur go global as business strategy?

2 Discuss the factors affecting to internal environment of Business **07**

SECTION – II

Q-4 **Attempt the Following questions** **(07)**

- a. Give a concept of repo rate. **1**
- b. Give full name of SAARC **1**
- c. What is called Narrow money and Broad money? **1**
- d. Give full name of MRS. **1**
- e. Describe the concept of anti dumping policy. **1**
- f. What do you mean by corporate governance? **1**
- g. What do you mean by green business? **1**

Q-5 **Attempt all questions** **(14)**

- 1** What are M1, M2, M3 & M4? **04**
- 2** Describe the objectives of New Industrial Policy, 1991 in India. **04**
- 3** Explain the rights given to consumer under the consumer protection act. **05**

OR

Q-5 1 Discuss the argument against joining WTO by India. **07**



2 Explain difference between patent, copyright and trademark. 07

Q-6 Attempt all questions (14)

1 What measures does the central bank take to control inflation? Explain the impact of this change on business environment? 07

2 Describe the advantages of foreign capital in the industrial development of a country. 07

OR

Q-6 Attempt all Questions

1 What is social responsibility of business? Are the companies in India discharging their social responsibility? 07

2 What are the SEZs and what do you see as their role in economic development of India? 07

