

Enrollment No: _____

Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2018

Subject Name : Business Environment

Subject Code: 5MS02BEN1

Branch: M.B.A

Semester: 2

Date: 23/04/2018

Time: 10:30 To 01:30

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. List the internal environment of business. **01**
 - b. What do you mean by Corporate Governance? **01**
 - c. What do you mean by Industrial Sickness? **01**
 - d. Explain the concept of SEZ. **01**
 - e. Explain Fiscal Policy. **01**
 - f. Give full form of MRTP act **01**
 - g. What do you mean by Patent? **01**
- Q-2 Attempt all questions (14)**
- 1 Discuss the process of Environment Scanning. **05**
 - 2 What are the factors affecting the Macro Environment of Business? Discuss. **05**
 - 3 Write note on Monetary policy in India **04**
- OR**
- Q-2 Attempt all questions (14)**
- 1 What do you understand by Business Social Responsibility? How this can be used to improve the Business Environment? **05**
 - 2 How are the culture and business interdependent on each other?- Explain **05**
 - 3 Write note on: Technology S Curve **04**
- Q-3 Attempt all questions (14)**
- 1 Discuss the Merits and Demerits of Privatization. **07**
 - 2 Discuss the features of Business. **07**
- OR**
- Q-3**
- 1 Discuss the India's Industrial policy since 1991.Also discuss its outcomes. **07**
 - 2 Discuss the impact of WTO. **07**



SECTION – II

- Q-4 Attempt the Following questions (07)**
- a. What do you mean by Disinvestment? **01**
 - b. What is CRR? **01**
 - c. What is SLR? **01**
 - d. Give full form of WTO **01**
 - e. Give full form of EOU. **01**
 - f. What do you mean by Trademark? **01**
 - g. List the functions of Trade Union **01**
- Q-5 Attempt all questions (14)**
- 1 Discuss the impact of technology on business. **07**
 - 2 Discuss various rights of consumer. Explain the consumer exploitation with example. **07**
- OR**
- Q-5 1** Lately many companies have planned for significant investment in organized retailing in India. Several factors have prompted their decisions in this regard. **07**
- Customer income is rising. People have developed a taste for better quality products even though they may have to pay more. The aspiration levels have increased. The government has also liberalized its economic policies in this regard and permitted even cent percent foreign direct investment in some sectors of retailing.
- Questions:**
- 1. Identify changes in business environment under different heads — economic, social, technological, political and legal that has facilitated the companies’ decisions to plan significant investments in organized retailing.
 - 2. What has been the impact of these changes with regard to globalization and privatization?
- 2** Do you agree “Liberalization is important for furthering the growth of a developing country”? Give reasons. **07**
- Q-6 Attempt all questions (14)**
- 1 What should be done with sick industries? Should they be locked out or revamped? Give reasons for your answer. **07**
 - 2 Write note on Consumer Disputes Redressal Agency. **07**
- OR**
- Q-6 Attempt all Questions**
- 1 Discuss differences between FDI & FII. **07**
 - 2 Elucidate the advantages and disadvantages that are being offered to India from Globalization. **07**

