

Enrollment No: _____ Exam Seat No: _____

C.U.SHAH UNIVERSITY

Winter Examination-2018

Subject Name : Business Environment

Subject Code : 5MS02BEN1

Branch: M.B.A.

Semester : 2

Date : 20/10/2018

Time : 02:30 To 05:30

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. State the full form of SEZ. 01
 - b. Define Patent. 01
 - c. What do you understand by Repo Rate? 01
 - d. State the full form of MRTP. 01
 - e. Define Business Environment. 01
 - f. What is Vision? 01
 - g. Mention any two elements of Social Environment. 01
- Q-2 Attempt all questions (14)**
- a. Write a note on Monetary Policy. 07
 - b. Explain the stages of Environment Scanning. 07
- OR**
- Q-2 Attempt all questions (14)**
- a. PEST analysis is a tool for business analysis.- Explain 07
 - b. Write a note on impact of technology on business. 07
- Q-3 Attempt all questions (14)**
- a. What is Regional Grouping? Discuss its importance. 07
 - b. Discuss Micro Environment in a Business. 07
- OR**
- Q-3 Attempt all questions**
- a. Write a note on Fiscal Policy. 07
 - b. What can be Patented? Explain in detail. 07



SECTION – II

- Q-4 Attempt the Following questions (07)**
- a. State the full form of EOU. 01
 - b. Define Gross Domestic Product. 01
 - c. What is Green Business? 01
 - d. State the full form of ASEN. 01
 - e. What is Reverse Repo Rate? 01
 - f. Define Trademark. 01
 - g. Give the full form of MRS. 01
- Q-5 Attempt all questions (14)**
- a. Write a note on Corporate Governance. 07
 - b. Discuss the difference between FII and FDI. 07
- OR**
- Q-5 Attempt all questions**
- a. Discuss the impact of WTO. 07
 - b. What is social responsibility of business? Are the companies in India discharging their social responsibility? 07
- Q-6 Attempt all questions (14)**
- a. Describe the advantages of foreign capital in the industrial development of a country. 07
 - b. Discuss the India's Industrial policy since 1991 and discuss the outcomes. 07
- OR**
- Q-6 Attempt all Questions**
- a. Write a note on Consumer Disputes Redressal Agency. 07
 - b. Discuss the importance of Consumer Protection Act. 07

