

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA Second Semester ( Regular / Evening ) Examination May 2010**

**Subject code: 820002**

**Subject Name: Environment for Business**

**Date: 22 /05 /2010**

**Time: 11.00 am – 01.30 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 rationale for foreign direct investment in India. **07**  
 (b) Discuss the argument for and against India's membership of WTO. **07**
- Q.2** (a) Distinguish between the terms 'Corporate Social Responsibility' and 'Corporate Governance'. Discuss important concerns in improving corporate governance in India. **07**  
 (b) Distinguish between budgetary deficit and fiscal deficit. Write a brief note on 'Fiscal Responsibility and Budget Management Act-2004' **07**
- OR**
- (b) Is the strategy of five year plan still relevant for Indian Economy? Discuss the policy approach adopted in the 11<sup>th</sup> five year plan. **07**
- Q.3** (a) Why do we need value-based management in global societies? Explain the importance of ethics in business with help of example. **07**  
 (b) "Recognizing the fact that regional cooperation would continue to feature for a long time in world trade despite WTO's multilateral negotiations, India has been active in regional and bilateral arrangements." Give an outline of India's recent developments in bilateral and regional trade agreements. **07**
- OR**
- Q.3** (a) Explain meaning of the terms 'Cultural Adaptation', 'Cultural Shock' and 'Cultural Transmission'. How are they important in determining environment for business? Explain with help of appropriate examples. **07**  
 (b) What is meant by capital account convertibility? Discuss the advantages and disadvantages of Capital Account Convertibility. **07**
- Q.4** (a) "The main aim of promoting technological collaboration in India is to promote technological development". Discuss **07**  
 (b) What impact technology has on the process of globalization? Write a note. **07**
- OR**
- Q.4** (a) What incentives 'patent' provide to the innovators? Briefly explain the effect of change in the patent law of India on pharmaceutical industry. **07**  
 (b) Write a note on ISO standards. **07**
- Q.5** (a) Compare and contrast Green Marketing with Traditional Marketing. **07**  
 (b) Write a note on important outcomes of global summit on climate change in Copenhagen 2009 **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 implications **07**

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