

**GUJARAT TECHNOLOGICAL UNIVERSITY**

M.B.A. Sem-II Examination May 2011

**Subject code: 820002****Subject Name: Environment for Business****Date: 23/05/2011****Time: 10.30 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)** Briefly describe the critical elements of macro-economic environment and explain how they are relevant from the standpoint of corporate business management. **07**

**(b)** Elucidate the concept of sustainable development. Is this concept different from the concepts of economic development and human development? **07**

**Q.2 (a)** What do you understand by 'social responsibility of business'? Is this concept similar to the Gandhian concept of trusteeship? Discuss. **07**

**(b)** Explain the changing economic role of Government. What according to you are the areas of the economy where government intervention is desirable? **07**

**OR**

**(b)** 'Economic reforms have taken into account growth but ignored equity'. Briefly explain this statement and in this light discuss the concept of inclusive growth. **07**

**Q.3 (a)** What do you mean by Technology? Describe the impact of technology on business. **07**

**(b)** Discuss salient features of India's Technology policy. **07**

**OR**

**Q.3 (a)** What do you mean by 'Patent'? Discuss different types of patents. Give an outline of Indian patent protection policy. **07**

**(b)** Discuss the objectives of W.T.O. Outline its policy towards IPRs and give a critical assessment of the same. **07**

**Q.4 (a)** Discuss the incentives given by the Government to Exporters as apart of EXIM policy. **07**

**(b)** Discuss the merits and demerits of currency convertibility for a developing economy such as India. **07**

**OR**

- Q.4 (a)** Discuss salient features of FEMA. Is it consistent with Globalisation policy of India? **07**
- (b)** Write short notes on the following: **07**  
1. EPZs and SEZs  
2. Balance of Payments.

- Q.5 (a)** Examine the trends in pollution of various types in India. Explain the relationship between Economic Development and Pollution. **07**
- (b)** Outline important features of Government Policy towards environmental protection. **07**

**OR**

- Q.5 (a)** Explain following concepts and examine their effectiveness: **07**  
1. Green Marketing.  
2. Environmental Technology.
- (b)** Give an outline of the Government Policy for Consumer Protection in India. **07**

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