

PARUL UNIVERSITY
FACULTY OF SOCIAL WORK
MSW-HRM, Winter 2018-19 Examination

Semester: 2**Subject Code: 10202151****Subject Name: Business Environment****Date: 28/11/2018****Time: 10:30 am to 1:00 pm****Total Marks: 60****Instructions:**

1. Attempt all questions from each section.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1A) Choose the Correct answer. (Each of one marks)**(10)**

1. A systematic application of scientific knowledge to practical task is known as_____
 - a. Technology
 - b. Culture
 - c. demographic
 - d. none of the above
2. The economic system in which business units or factors of production are privately owned and governed is called as _____.
 - a. Socialism
 - b. Demographic
 - c. Capitalism
 - d. Republic
3. Fiscal policy refers to the policy of government regarding taxation public expenditure and _____.
 - a. Public Debts
 - b. policies
 - c. deposits
 - d. budgets
4. What are the main concepts concerning about business goals or objectives?
 - a. Mission, objectives
 - c. Mission, objectives, target
 - b. Mission, targets
 - d. Target, objectives
5. The micro environment consists _____.
 - a. Technological Environment
 - c. Political Environment
 - b. Economic Environment
 - d. Public, middlemen, consumers & competitors
6. In which of the following basic categories can business environment be divided?
 - a. Local and Regional
 - c. Regional and National
 - b. Financial and Nonfinancial
 - d. None of the above
7. "GATT stands for General Agreement on Tariffs and Trade". Is this sentence true or false?
8. Factors that create opportunities and threats to business units are known as_____.
 - a. internal environment
 - c. micro environment
 - b. macro environment
 - d. external environment
9. "A global company views the world as different markets, which increase the importance of national boundaries, decreases capital and markets." Is this sentence true or false?
10. "Privatization is the process of transferring an enterprise or industry from the private sector to the public sector". Is this sentence true or false?

- Q.1B)** The government has taken various steps to ensure that the consumers are not exploited or cheated. Which steps according to you has helped? And should something have been done more? What are your views?

(05)**Q.2A) Explain the terms (Each of One marks)****(10)**

1. Foreign investment
2. Monetary policy
3. Transfer of Technology
4. Green marketing
5. Disinvestment
6. Customer
7. Culture
8. Society
9. World Trade Organization
10. Technology

Q.2B) Define the following terms. (05)

1. Innovation
2. Sustainable development

Q.3A) Define Globalization. Explain the strategies for market entry when globalization is concerned. (10)

OR

Q.3A) A developing country wants to join WTO. Critically examine the decision. (10)

Q.3B) Explain the type of economy India has? Has India taken the right decision as far as choosing it's economy is concerned? (05)

Q.4A) Explain Technology and its impact on Business Environment. Briefly explain Technological Life Cycle (10)

Q.4B) Explain the types of Technology? Which type of technology is suitable for a developing country? (05)

OR

**Q.4B) "As an HR, it is imperative to understand the business and the workings of the environment". (05)
Do you agree? Explain**