

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

Semester: 2**Subject Code: 10202151****Subject Name: Business Environment****Date: 16/04/2019****Time: 10:30 am to 1:00 pm****Total Marks: 60****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 A) MCQ/True or False/ (Each of one marks)**(10)**

1. External factors affecting a business is also known as _____ factors
a. Relevant b. Global c. Uncontrollable d. Controllable
2. The economies considered as Developing economies, their structural composition of output is more focused on _____
a. Agriculture methods c. Traditional methods and obsolete technology
b. Latest and updated technology d. None of the above
3. "Marketing intermediaries are vital links between the company and the final customers." Is this statement true or false?
4. GATT was replaced by WTO
5. Micro environment is even known as Remote environment
6. National income and GDP are the same
7. The economic system in which business units or factors of production are privately owned and governed is called as _____.
a. Socialism b. Democratic c. Capitalism d. Republic
8. Fiscal policy refers to the policy of government regarding taxation public expenditure and _____.
a. public debt b. budgets c. policies d. deposits
9. "Science is doing where as Technology is knowing."
10. Internet is included as a part of national culture

Q.1 B) Explain the reasons why a new product does not succeed in market.**(05)****Q.2 A) Answer in one sentence. (Each of one marks)****(10)**

1. What do you mean by radical innovation?
2. What do you mean by marketing intermediaries?
3. What do you mean by macro environment?
4. What do you mean by supply chain management?
5. What do you mean by GATT
6. What do you mean by Green Marketing?
7. Explain Monetary policy
8. What is Foreign Investment
9. What do you mean by Piggybacking?
10. List two rights of a customer

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

1. Technology
2. Globalization

Q.3 A) Explain the factors affecting economic environment**(10)****OR**

- Q.3 A)** “Today all the countries are taking a keen interest in the environment issues.” Do you agree with that action? Explain. **(10)**
- Q.3 B)** Explain the types of environment. **(05)**
- Q.4 A)** If you are having the decision to vote whether your country should go for globalization or not? Which all points will you consider? Explain **(10)**
- Q.4 B)** “By accepting mixed economy as India done the right thing?” Explain your view point **(05)**
- OR**
- Q.4 B)** What do you mean by Transfer of Technology? Explain Technological Life Cycle **(05)**