

**PARUL UNIVERSITY**  
**FACULTY OF SOCIAL WORK**  
**MSW-HRM, Summer 2017-18 Examination**

**Semester: II****Subject Code: 10202151****Subject Name: Business Environment****Date: 18/05/2018****Time: 10:30 am to 1:00pm****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. \_\_\_\_\_ is a statement "Which derives the role that an organization plays in a society".  
 a. Goals                      b. Mission                      c. Objective                      d. Success
2. \_\_\_\_\_ Environment is beyond the control of the business.  
 a. Internal                      b. External                      c. Micro                      d. Macro
3. \_\_\_\_\_ is not included as a part of national culture.  
 a. Language                      b. Belief                      c. Internet                      d. Attitude
4. The economic system in which business units or factors of production are privately owned and governed is called as \_\_\_\_\_.  
 a. Capitalism                      b. Socialism                      c. Democratic                      d. Republic
5. Fiscal policy is called as \_\_\_\_\_ policy.  
 a. Monetary                      b. Industrial                      c. Economic                      d. Budgetary
6. The economies considered as Developing economies, their structural composition of output is more focused on \_\_\_\_\_.  
 a. Agriculture methods                      b. Traditional methods and obsolete technology  
 c. Latest and updated technology                      d. None of the above
7. The advantages a firm reaps from being the first, such as unique access for a new product, is called as \_\_\_\_\_?  
 a. First movers advantage                      b. First movers gain  
 c. Second movers advantage                      d. None of the above
8. "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?
9. \_\_\_\_\_ is that part of objective income of the community, including income derived from abroad which can be measured in the form of money  
 a. GDP                      b. National Income                      c. GNP                      d. None of the above
10. "Marketing intermediaries are vital links between the company and the final customers." Is this statement true or false?

**Q.1 B)** There is a lot of focus on the issues of environment and safe-guarding the nature. Do you agree with the actions that the nations are trying to take for the earth? Explain your reason. **(05)**

**Q.2 A) Answer in one sentence. (Each of one marks)****(10)**

1. Explain the term Green marketing
2. Explain one difference between science and Technology
3. What do you mean by SEZs?
4. What do you mean by incremental innovation?
5. What do you mean by GATT?
6. What do you mean by Piggybacking?
7. How is business viewed today, when we compare it from traditional way of working?
8. What do you mean by Sustainable development?

9. List two obstacles of globalization.

10. List two rights of a customer

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

1. Globalization

2. Technological Environment

**Q.3 A) What do you mean by economic development? Explain the factors (10)**

**OR**

**Q.3 A) Explain Transfer of Technology. Explain the Technological Life Cycle. (10)**

**Q.3 B) Write a short note on WTO (05)**

**Q.4 A) What do you mean by Mixed economy? Explain the benefits and disadvantages of mixed economy. (10)**

**Q.4 B) With the changing trends of HR, it is important for an HR to have the understanding of business. Do you agree? Explain (05)**

**OR**

**Q.4 B) If you are having the decision to vote whether your country should go for globalization or not? Which all points will you consider for your decision? Give your answer with due justifications. (05)**