

Seat No. : _____

AO-120

April-2022

MBA, Sem.-VIII

Business Environment

Time : 2 Hours]

[Max. Marks : 50

Section – I

Attempt any **three** questions out of **five** Questions :

1. (a) Describe the Michael Porter's Model of Structural Analysis that identifies the forces affecting competition under competitive structure of Industries. 7
(b) What is Competitor's Response Profile ? Explain competitor's Analysis in terms of Competitor's Response Profile. 7
2. (a) Differentiate between Process of Environmental Analysis and Steps in Environmental Forecasting. 7
(b) What Role does Agriculture plays in the economic development of the country ? Discuss. 7
3. (a) Briefly explain the Comprehensive National Environment Policy that was announced in May 2006. 7
(b) Discuss the Economic Reform Policy of Liberalization in India. 7
4. (a) Explain the Structure of WTO. 7
(b) Explain the Restrictive Provision of FERA. 7
5. (a) Write a brief note on the "Monetary Policy". 7
(b) What is Consumerism ? Explain the Consumer Act of 1986. 7

Section-II

6. Attempt any **Eight** MCQs out of **10** : **8**
 1. Economic role of Government in India includes :
 - (a) Preamble
 - (b) Fundamental Rights
 - (c) Directive Principles of state policy
 - (d) All
 2. _____ is the manner in which a society deals with cultural diversity.
 - (a) Pluralism
 - (b) Cultural globalization
 - (c) Multiculturalism
 - (d) None

3. Structural Analysis diagnose the competitive forces; it is the
 - (a) Analysis of environment
 - (b) Strategic management
 - (c) Benefit of structural analysis
 - (d) Strategic choice

 4. Decisions and _____ of Business are moulded by Business Environment.
 - (a) Choices
 - (b) Strategies
 - (c) Outcomes
 - (d) Alternatives

 5. "The western countries have conspired to get a disproportionate share of the benefits from international trade."
 - (a) The statement is the criticism of globalization.
 - (b) The statement is the proposition of International Business.
 - (c) The statement undermines the national sovereignty.
 - (d) The statement is the argument in favour of foreign trade.

 6. The IMF and World Bank recommended by
 - (a) Central Government
 - (b) Asian Development Bank
 - (c) Bretton Woods Conference
 - (d) International Trade Organization

 7. The terms TRIPS and TRIMS are related to
 - (a) IMF
 - (b) World bank
 - (c) GATT
 - (d) GATS

 8. SEZ rules came into effect from
 - (a) February 10, 2004
 - (b) February 10, 2006
 - (c) February 10, 2007
 - (d) February 10, 2009

 9. The Competition (Amendment) Bill was introduced in
 - (a) 2002
 - (b) 2003
 - (c) 2005
 - (d) 2007

 10. Which one of these are Consumer Rights specified in the Consumer Protection Act, 1986 ?
 - (a) Right to get redress
 - (b) Right to be heard
 - (c) Right to be informed
 - (d) All of the above
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