

Seat No. : _____

ZK-120

May-2014

M.B.A., Sem.-II

C-202 : Environment for Business (EB)

Time : 3 Hours]

[Max. Marks : 100

- Instructions :** (1) All questions carry equal marks.
(2) Figures to the right side of the question indicate the marks.

1. Answer the following questions : **20**

- (1) What is the difference between capitalism and socialism ?
- (2) What is interim budget ?
- (3) How the cultural lag affects the business environment ?
- (4) What is the difference between BIS and ISO standards ?
- (5) What is the significance of EOUs ?
- (6) Name some non-tariff barriers.
- (7) What is the reason for the expansion of Regional Blocks ?
- (8) What is green marketing ?
- (9) Differentiate between stock pollutant and fund pollutant.
- (10) What is FEMA ?

2. Discuss the following (any **two**) : **10 + 10**

- (a) Finance Commission
- (b) Latest five year plan
- (c) Industrial policy

OR

- (a) What is monetary policy ? How tools of monetary policy checks economic fluctuations ? **4 + 6**
- (b) How do you look at monetary policy in the context of business activity ? **5**
- (c) Discuss the significance of national income for business activity. **5**

3. Write short notes on the following (any **two**) : **10 + 10**
- (a) Culture and organization
 - (b) Technological development and social change
 - (c) Role of business ethics

OR

- (a) What are the measures of good corporate governance ? Comment upon the state of corporate governance in India. **5 + 5**
- (b) What are business ethics ? Why they are essential ? **5 + 5**

4. (a) Explain the importance of technological environment of business. **10**
- (b) Discuss the process of technological adaption and development. **10**

OR

What do you mean by balance of payment ? How disequilibrium in balance of payment arises ? What are the ways to correct disequilibrium in balance of payment ? **5 + 8 + 7**

5. (a) Discuss the trade-off between economic development and pollution ? Discuss the ways of government intervention in checking pollution. **7 + 7**
- (b) How regulations affect the business activity ? **6**

OR

- (a) What is green marketing ? How this concept is affecting the marketing agencies ? **4 + 6**
- (b) Discuss the ecological implications of liberalized policy regimes. **10**
