



UA-3544

**Third Year B.B.A. (Sem. V) Examination**  
**March / April – 2012**  
**Business Environment**

Time : 3 Hours]

[Total Marks : 70

**Instructions :**

(1)

નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="Third Year B.B.A. (Sem. 5)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Business Environment"/>	<input type="text"/>
Subject Code No. : <input type="text" value="3"/> <input type="text" value="5"/> <input type="text" value="4"/> <input type="text" value="4"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,.....) : <input type="text" value="NIL"/>	

- (2) All questions are **compulsory**.  
(3) Figures to the **right** indicate total marks allotted to each question.

1 What is Macro Environment ? Discuss role of different macro factors in business environment. 10

2 (a) What is economic system ? Discuss socialism in detail. 11  
(b) Discuss economic roles of government. 4

**OR**

2 (a) What are the aims of monetary policy ? Discuss the tools of general credit control. 9

(b) What is privatisation ? Discuss different methods for privatization. 6

3 Define Technology. Give its features and explain its implications on society. 10

**OR**

3 What is Transfer of Technology ? Write detailed note on Transfer of Technology. 10

4 What is trade mark ? Discuss provisions of Trade and Merchandise Marks Act in detail. 10

**OR**

- 4 Write a detailed note on FEMA. 10
- 5 (a) What is Social Responsibility of business ? 10  
Discuss Responsibilities of business towards different stakeholders.
- (b) What is business ethics ? Give significance of practicing business ethics. 5
- OR**
- 5 (a) Discuss in detail how culture can affect business and society. 11
- (b) Discuss Carrol's four part model of social responsibility. 4
- 6 Discuss structure and functions of WTO. 10
- OR**
- 6 Discuss implications of international environment on Indian business. 10
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