

MP-301/201(New)

December - Examination 2016

Master of Business Administration - II Year Examination**Business Environment****Paper - MP-301/201(New)****Time : 3 Hours]****[Max. Marks :- 80**

Note: The question paper is divided into three sections A, B and C. Write answers as per given instructions.

Section - A**8 × 2 = 16**

(Very Short Answer Type Questions)

Note: Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) (i) What do you mean by liberalization?
- (ii) What do you mean by social responsibility of business?
- (iii) What is planned divestment?
- (iv) What do you mean by economic environment of business?
- (v) What do you mean by open market operations?
- (vi) What do you mean by cash reserve ratio?
- (vii) What is Technology Transfer?
- (viii) What is counter trade?

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Describe the importance of business environment for the business firms.
- 3) Write a note on the emerging trends in socio-cultural environment of business.
- 4) Explain the obstacles in the economic development of India.
- 5) How economic reforms help a developing economy?
- 6) What do you mean by fiscal policy? Explain its objectives and importance.
- 7) What do you mean by Financial Markets? Explain the role of financial markets in any economy.
- 8) What is green marketing and how it is different from ordinary marketing? Explain.
- 9) What do you mean by public private partnership? Explain its process.

Section - C**2 × 16 = 32**

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum 500 words. Each question carries 16 marks.

- 10) How the demonetization decision of Government put effect on business environment?
 - 11) What do you mean by Industrial Policy? Explain its significance for the economic development.
 - 12) What do you mean by monetary policy? Discuss its objectives and importance.
 - 13) Discuss the objectives and highlights of the new EXIM policy.
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