

[12] Seat No. _____

No. of printed page: 01

SARDAR PATEL UNIVERSITY
BBA (ITM) (III Semester) Examination
Monday, 5th December
2016
2.00 pm - 4.00 pm
UM03EBBI06 : Global Business Affairs - I

Total Marks: 60

Note: - 1) Figures to the right hand side of the question indicate their marks.
2) Draw diagrams and give examples wherever necessary.

Q.1(a) What is environmental scanning? Describe the approach and sources of information of environmental scanning. **08**

(b) Describe the SWOT analysis as a method of environmental scanning. **07**

OR

Q.1 What is business environment? Describe the different components of business environment. **15**

Q.2(a) What do you mean by women empowerment? Explain its meaning and importance of women empowerment. **08**

(b) Describe the relationship between Government and Business organizations. **07**

OR

Q.2(a) Discuss the compositional characteristic of Indian population and economic development. **08**

(b) Write a short note on social cultural fabric, lifestyle and business. **07**

Q.3 Write a detail note on Indian Foreign Trade with its main trends in import and export. **15**

OR

Q.3 What is balance of payment? Explain its different components and the situation of India's balance of payment. **15**

Q.4 Write a short note on Objectives and Highlights of current Foreign Trade policy. **15**

OR

Q.4(a) Describe the credit policy of Reserve Bank of India. **08**

(b) Write a detail note on Privatization and EXIT policy. **07**
