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SEAT No. _____

No. of Printed Pages: 01

SARDAR PATEL UNIVERSITY**T Y BBA (ITM) - 3 Years****External Examination November 2017****Semester V****Day: Wednesday****Date: 8th NOVEMBER, 2017****Session: Morning****Time: 10:00 A.M. TO 12:00 P.M.****Subject Code:****U M 0 5 C B B I 0 3****Subject Title:****BUSINESS ENVIRONMENT****Total Marks: 60****Note:**

All the questions are compulsory.

Figures to the right indicate marks.

Q. 1 (A) Describe the concept of social-cultural environment in brief. [07]**(B) How business environment is concern with economic environment? [08]**

Explain in detail.

OR**Q. 1 Write a short note on****(A) External Environment [07]****(B) Demographic Environment [08]****Q.2 Discuss various international business protection devices in detail. [15]****OR****Q.2 Write a short note on****(A) Quotas Vs Tariffs [07]****(B) Free Trade Policy [08]****Q. 3 Describe the term globalization. Also explain advantages (pros.) and [15]
disadvantages (cons.) of globalization.****OR****Q. 3 (A) Write short note on various globalization stages. [07]****(B) What is globalization? Explain old globalization vs. new globalization. [08]****Q. 4 Define MNCs. Discuss various organizational models of MNCs in detail. [15]****OR****Q. 4 (A) Write short note on MNCs and international trade. [08]****(B) Narrate various benefits of MNCs. [07]**