

**B.V. Patel Institute of Business Management, Computer & Information Technology**  
**Uka Tarsadia University**  
**1<sup>st</sup> Internal Examination, MCOM 3<sup>rd</sup> Semester**  
**040170304: Business Environment**

**Date: 26/08/2017**

**Marks: 50**

**Time: 2 hrs.**

**Q-1 Answer the following. (Any Five)**

**[10]**

1. Define micro environment.
2. Define scenario analysis
3. Briefly explain difference between FDI and portfolio investment?
4. Define globalization.
5. Which factor are contributing on the structure of economy?
6. What do you mean by strategic environment?

**Q-2 Answer the following. (Any Two)**

**[20]**

1. If you want to start your own business how you can analyse environment which benefited your business?
2. According to you, which role of government is most important for national economy of world?
3. Discuss evaluation of WTO with benefits and drawbacks.

**Q-3 Answer the following in detail. (Any Two)**

**[20]**

1. What are the factors affecting while country goes for foreign direct investment in other country?
2. Discuss economic policies of government.
3. Discuss environment analysis and strategic management in detail.