

B.V. Patel Institute of Business Management, Computer & Information Technology
Uka Tarsadia University
2nd Internal Examination, MCOM 3rd Semester
040170304: Business Environment

Date: 10/10/2017

Marks: 50

Time: 2 hrs.

Q-1 Answer the following. (Any Five)

[10]

1. List the objectives of new industrial policy.
2. Define trade mark.
3. List any four silent features of planning and development of industries in India.
4. Mention any four function of national development counsel.
5. Define the term of foreign affiliated company and subsidiary.
6. Explain various levels of TT.

Q-2 Answer the following. (Any Two)

[20]

1. What is meant by patents? What are the significance amendment entered in Indian patent Act, 2005?
2. Write an essay on agriculture marketing.
3. According to you, what are the reasons for failure of new product in market?

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

[20]

1. What is meant by MNC? Discuss various strategies for entering in foreign market.
2. Discuss growth and performance of public sector in five year planning.
3. Discuss methods of technology transfer and also discuss issues in transfer of technology.