

**SARDAR PATEL UNIVERSITY**  
**BBA (ITM) (III Semester) Examination**  
**Monday, 5<sup>th</sup> 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

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