



RAN-3457

Third Year B.B.A Sem VI Examination

March / April - 2019

Business Environment: Paper II

[Total Marks: 50

સૂચના : / Instructions

નીચે દર્શાવેલ નિશાનીવાળી વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the details of signs on your answer book

Name of the Examination:

☛ **Third Year B.B.A Sem VI**

Name of the Subject :

☛ **Business Environment: Paper II**

Subject Code No.:

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Seat No.:

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Student's Signature

Q1. Answer the following: (any 5)

(10)

- (a) Define transfer of technology
- (b) Define globalization
- (c) Explain sources of ethics
- (d) What is BPRE?
- (e) Explain TRIPs & TRIMs?
- (f) State the role ethics committee.

Q2. Answer the following:

- (a) Define technology. Explain the impact of technology on organization. **(7)**
- (b) Define technological environment. Explain management of technology. **(6)**

OR

- (a) Define technological environment. Explain the various issues involved in transfer of technology. **(8)**
- (b) Define technology. Explain the problem of techno structure. **(5)**

Q3. Answer the following

- (a) Define consumerism. Explain rights of consumers. (7)
- (b) What is business ethics? Explain its importance in business. (6)

OR

- (a) What is social responsibility? Explain Ackerman's model of social responsibility. (7)
- (b) What could be various responsibilities of business towards stakeholders? (6)

Q4. Write short notes on the following: (any 2) (14)

- (a) Obstacles in globalization.
 - (b) Arguments against social responsibility.
 - (c) Final act of WTO.
 - (d) Various drivers of globalization.
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