

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY B. Com, Semester-III, Supplementary Examination August 2022
Business Environment-I (GE 3)

Duration: 2 hrs

Max Marks:80

Instructions:

- 1) Start each question on a fresh page.
- 2) All questions are compulsory.
- 3) Figures to the right indicate maximum marks.
- 4) Answer sub-questions in question number 1 and 2 each in not more than 100 words.
- 5) Answer question number 3 to 6 each in not more than 400 words.

Q.1) Answer **ANY FOUR** of the following. (4x4=16)

- a) What is meant by business environment?
- b) Explain any two characteristics of business.
- c) Explain social responsibility of business towards consumers and shareholders.
- d) State and explain any two points of importance of organizational culture.
- e) Explain the concept of Nouveau riche
- f) Briefly explain the relevance of demographic studies for business.

Q.2) Answer **ANY FOUR** of the following. (4x4=16)

- a) State and explain any four features of technology.
- b) Write a short note on technology park.
- c) Explain any four advantages of modern technology.
- d) Briefly explain the obligatory functions of Panchayat Raj.
- e) Write a short note on special interest group.
- f) Explain the role of Government Bureaucracy.

Q.3 a) Explain any six goals of business environment. (12)

OR

Q.3 b) Explain the Demographic and Socio-Cultural macro components of business environment. (12)

Q.4 a) Discuss the effect of socio-cultural environment on business. (12)

OR

Q.4 b) Explain the push and pull factors of migration. (12)

Q.5 a) Explain the composition of natural environment in India. (12)

OR

Q.5 b) Write a note on E-business in India. (12)

Q.6 a) Explain the role of Government in business. (12)

OR

Q.6 b) List out and explain the various activities of the municipalities and their impact on business. (12)