

VidyaVikasMandal's
Shree Damodar College of Commerce and Economics, Margao-Goa
Second Year B.Com, Semester-III, Semester End Examination, october, 2015

BUSINESS ENVIRONMENT-II

Duration: 2 hrs

Max Marks: 80

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate maximum marks to the questions.
3. Answer sub-questions in Question no.1 & Question no. 2 in not more than 100 words each.
4. Answer Question no.3 to Question no. 6 in not more than 400 words each.

Q1 Write short notes on any four of the following:

(4x4)=16

1. Define Economic environment
2. Importance of Diversification as nature of modern business
3. Role of Worker Unions as part of firms micro environment
4. Social responsibility of business towards shareholders
5. Define Demographic environment
6. What is the Impact of language on business

Q2 Write short notes on any four of the following:

(4x4)=16

1. Any four advantages of dictatorship political environment can have on business
2. What impacts international relations have on trade relations between nations
3. Explain impact of agricultural activity on business
4. How does technology reach people through business
5. Explain the relationship between technology and productivity
6. What impacts international relations have on military threats

Q.3 A) Explain the 3 different aspects of attitude that are found in the socio-cultural environment.

(12)

OR

B) Explain the factors responsible for the creation of "Nouvea riche" and discuss the impact "Nouvea riche" have on business.

(12)

Q.4 A) Explain Natural environment and its importance to business activities. (12)

OR

(B) Explain the need for businesses to spend on Research & Development of technology. (12)

Q.5 (A) What is technological environment? Explain its implications towards the society. (12)

OR

(B) Which form of political system is best for the growth of business in an economy? Explain its drawbacks if any (12)

Q.6 (A) Explain the role of government as promoter of business with reference to India (12)

OR

(B) Explain the role of government as promoter of business with reference to India. (12)