

Vidya Vikas Mandal's
Sriee Damodar College of Commerce and Economics Margao-Goa
SYBCOM Semester III, Semester End Examination October 2017
BUSINESS ENVIRONMENT-I

Duration: 2 hours

Max. Marks: 80

Instructions:

1. Figures to the right indicate maximum marks.
2. Start each new question on a fresh page.
3. Each question is compulsory

1. Answer **any four** of the following questions (4x4=16)

- a) Give any two definitions of business environment.
- b) Explain briefly micro-environment and macro-environment as a component of business environment
- c) Explain social responsibility of business
- d) Explain demographic environment and its any two components.
- e) Explain caste as a social group of business environment
- f) Explain nouveau riche

2. Write short notes (Any Four) (4x4=16)

- a) Composition of natural environment
- b) E-business in India
- c) Features of technology
- d) Political system
- e) Government bureaucracy and international relation as a component of political environment
- f) Role of government in political environment

3. a) Explain briefly the goals of business environment

OR

12

3. b) Illustrate and explain internal and external environment as a component of business environment

4. a) Explain elements of culture and its impact

OR

12

4. b) Explain migration and its causes

5. a) Explain the impact of technological environment on business

OR

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5. b) Explain the impact of natural environment on business

6. a) Explain the impact of political environment on business

OR

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6. b) Explain the special interest groups and their impact on business