

**Vidya Vikas Mandal's**  
**Shree Damodar College of Commerce & Economics, Margao-Goa**  
**SY B.Com, Semester-III, Semester End Examination October 2019**  
**Business Environment – I (GE 3)**

**Duration: 2hrs****Max Marks: 80****Instructions:**

- 1) Start each question on fresh page.
- 2) Figures to the right indicate maximum marks.
- 3) Answers to sub-questions for Q.1 to Q.2 should be approximately 100 words.
- 4) Answers to sub questions Q.3 to Q.6 should be approximately 400 words each.

Q.1. Answer **any four** of the following:**(4X4=16 Marks)**

- a) What is meant by business environment?
- b) Distinguish between micro environment and macro environment.
- c) Write a short note on organizational culture.
- d) Explain any two impact of rural-urban migration.
- e) Explain the importance of joint family on business.
- f) State and explain any two economic goals of business.

Q.2. Answer **any four** of the following:**(4X4=16 Marks)**

- a) What are the features of technology?
- b) What is natural environment?
- c) Write a short note on technology park.
- d) Explain any two components of the political environment.
- e) What are the objectives of the local self government?
- f) What is special interest group?

Q.3.A. Explain any six characteristics of business.

**(12 Marks)****OR**

B. Examine any four components of a firm's micro environment.

**(12 Marks)**

Q.4.A. Explain how religion and language influence business environment.

**(12 Marks)****OR**

B. What is migration? State and explain any five causes of migration.

**(12 Marks)**

Q.5.A. Examine the impact of natural environment on business.

**(12 Marks)****OR**

B. Technology is constantly evolving. Explain how technology influences modern business

**(12 Marks)**

Q.6.A. Explain the role of government in business.

**(12 Marks)****OR**

B. Explain the role of local self government in determining business environment in India.

**(12 Marks)**

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