

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
S.Y.B.Com, Semester III, Semester End Examination, October 2018  
Business Environment- I GE3

**Duration: 2 hours**

**Max. Marks: 80**

Instructions:

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

Q. 1. Answer **any four** of the following: (4x4=16 marks)

- a) What are the economic goals of business?
- b) State and explain any four features of business environment.
- c) What are the contemporary characteristics of modern business?
- d) What is the importance of organizational culture?
- e) What are the reasons for migration?
- f) How is the caste system influencing business?

Q. 2. Answer **any four** of the following: (4x4=16 marks)

- a) What is indigenous technology?
- b) What is the role of innovation and technology in business?
- c) Write a note on the concept of e-business.
- d) State and explain any two components of the political environment.
- e) What is the impact of special interest groups on business?
- f) What are the functions of local self-Governments?

Q.3.a. Elaborate the social responsibilities of business. (12 marks)

**OR**

b. Explain the micro and macro components of business environment. (12 marks)

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

**OR**

b. Explain the composition of demographic environment. (12 marks)

Q.5.a. Explain the impact of natural environment on business. (12 marks)

**OR**

b. Enumerate the role of information technology in the development of global business. (12 marks)

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

**OR**

b. List out and explain the various activities of the panchayat or municipalities and their impact on business. (12 marks)

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