

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)
