

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 (old course)

Duration: 2hrs

Max. Marks: 80

Instructions:

Figures to the right indicate maximum marks.

Start each question on a fresh page

All questions are compulsory

Q.I. Answer any **FOUR** from the following. (4x4=16)

1. What do you mean by business environment?
2. Explain the importance of Caste in business.
3. Briefly explain the impact of internal migration to business.
4. What do you mean by external environment of a business?
5. Write a short note on the role of Bureaucracy in business?
6. What is the meaning of Organisational Culture?

Q. II. Answer any **FOUR** from the following. (4x4=16)

1. Explain the role of special interest groups in business.
2. Write is the meaning of the natural environment?
3. Briefly explain the concepts of customs and values.
4. What are the main features of technology?
5. Write a short note on etiquettes?
6. Write a short note on e-business in India?

Q.III (A) Explain the significance of economic policies in the business. List out the external environmental factors that affect business. (12)

OR

Q.III.(B) Discuss the social responsibilities of business with special reference to customers and employees. (12)

Q.IV (A). What are the elements of culture? Explain the impact of culture on business. (12)

OR

Q.IV (B). Discuss demographic environment of business and how it influences business. (12)

V. (A). Discuss how technology can be managed successfully in an organisation. (12)

OR

V. (B). What do you mean by the natural environment of a business? Explain how natural environment influence business. (12)

VI. (A). Explain the role of government in shaping the business environment in a State. (12)

OR

VI. (B). Compare and contrast democracy and dictatorship. (12)
