

Vidya Vikas Mandal's
Shree Damodar College of Commerce and Economics Margao-Goa
S.Y.BCOM Semester III May/June Supplementary Examination 2018
BUSINESS ENVIRONMENT-I

Duration: 2 hours

Max. Marks: 80

Instructions:

- All questions are compulsory, however **internal choice** is available.
- Figures to the right indicate **maximum marks** to the questions and sub-questions.
- Start each question on a **fresh page**.

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

1. The macro component of business environment.
2. Two definitions of business environment.
3. Four objectives of business environment.
4. The class as a social group of business environment.
5. The culture of business environment in India.
6. Two factors of demographic environment.

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

1. The scope of natural environment in business.
2. E-business in India.
3. The management of technology in business environment.
4. The concept of political environment.
5. The democracy and government bureaucracy as a component of business environment.
6. Short note on special interest group.

Q.3.A. Explain the internal and external environment as a component of business.

OR

Q.3.B. Illustrate and explain any six characteristics of business environment.

(12)

Q.4.A. Explain the impact of demographic environment on business.

OR

Q.4.B. Illustrate and explain any six causes of migration in business environment.

(12)

Q.5.A. Write an explanatory note on the composition of natural environment.

OR

Q.5.B. Explain the causal impact of technological environment on business.

(12)

Q.6.A. Explain the role and importance of government in business environment.

OR

Q.6.B. Explain the impact of political environment on business environment.

(12)