

Vidya Vikas Mandal's
Shree Damodar College of Commerce and Economics Margao-Goa
S.Y.BCOM Semester End Examination, Semester III October 2016
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 nature of business environment in India.
2. Four features of business environment.
3. Short note on internal environment.
4. Nouveau riche as a social group of business environment.
5. The impact of customs and traditions on business environment.
6. Culture of business environment in India.

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

1. The concept of natural environment.
2. The status of technology in India.
3. Four features of technological environment.
4. The nature of Political environment in India.
5. Political stability and democracy as a component of political environment.
6. Four causes of political environment on business.

Q.3.A. Explain the meaning and role of micro and macro environment.

OR

(12)

Q.3.B. Explain any six goals of business environment.

Q.4.A. Explain the impact of migration on business environment in India.

OR

(12)

Q.4.B. Explain the elements of socio-cultural environment and its impact on business.

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

OR

(12)

Q.5.B. Explain the composition of natural environment in India.

Q.6.A. Explain the special interest group and its impact on business environment.

OR

(12)

Q.6.B. Explain the role of government in business environment.