

SARASWAT VIDYALAYA'S
SRIDORA CACULO COLLEGE OF COMMERCE AND MANAGEMENT STUDIES
KHORLIM, MAPUSA GOA
S Y BCOM-III SEMESTER END EXAMINATION, OCTOBER 2019
w.e.f-2018-19

SUB: BUSINESS ENVIRONMENT

DURATION: 2 HOURS
TOTAL MARKS: 80

INSTRUCTIONS: ALL QUESTIONS ARE COMPULSORY

- Q.1) SHORT NOTES** answer any FOUR (4X4) = 16
1) Different types of Customers.
2) Language and Business.
3) Mobile Technology and Business.
4) Economic goals of business
5) Online Marketing.
6) Panchayats and local development.
- Q.2) Answer any FOUR** (4X4) = 16
1) Importance of public in business.
2) Nouveau riche
3) Migration in Goa.
4) Trade unions and their impact on Business.
5) Environmental groups in Goa
6) Importance of Political stability.
- Q.3(A) What is Business. Explain the micro factors of modern business. (12)**
OR
(B) Explain the term "Business Environment". Describe any two macro factors affecting business in India (12)
- Q.4(A) Describe the influence of Caste based reservation policy and Religion on business. (12)**
OR
(B) Explain in detail the impact of Demographic environment in promoting business. (12)
- Q.5 (A) Explain the role of the Natural environment in promoting business. Briefly describe the impact of tourism in Goa. (12)**
OR
(B) Describe the importance of technology on modern Business. Explain the role of E-business and how it is affecting small traders. (12)
- Q.6 (A). Is democracy important for the growth of business? Explain the different political systems and their role in promoting business in the world today. (12)**
OR
(B (12) Explain the importance of political stability for the growth of business. Explain the impact of terrorism on business activities. (12)