

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)