

SARASWAT VIDYALYA'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
KHORLIM, MAPUSA – GOA
B.COM – THIRD SEMESTER END EXAMINATION – JANURARY 2022
(W.E.F 2018-19)
SUBJECT: GE 3 – BUSINESS ENVIRONMENT I

[Duration: Two Hours]

[Max. Marks: 80]

Instructions:

1. All Questions are **compulsory**, however internal choice is available
 2. Answer sub-questions in Question no. 1 and Question no. 2 in not more than **100 words each**.
 3. Answer Question No. 3 to Question no. 6 in not more than **400 words each**.
 4. Figures to the **right** indicate **maximum** marks allotted to the questions.
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Q1. Answer any four questions from the following: (4X4 = 16)

- a) Explain the concepts of business and business environment.
- b) Write short notes on micro and macro environments of business.
- c) Explain any two components of internal environment of business.
- d) Discuss in brief how family systems have affected businesses in India.
- e) What do you understand by demographic environment? List out any four demographic factors.
- f) How does culture and language have an impact on business?

Q2. Answer any four questions from the following: (4X4 = 16)

- a) What do you understand by natural environment? List out any two ways in which challenges posed by it have been overcome using technology.
- b) Explain the concept of innovation and the different types of innovations.
- c) Explain any two features of technology.
- d) Write in brief about the concept of bureaucracy.
- e) Write in brief about special interest groups and give two examples.
- f) Write a short note on the political environment of business.

Q3. a) Explain in brief any four of the macro components of the external environment of business. (12)

OR

b) Write in brief about any four of the micro components of the external environment of business. (12)

Q4. a) What do you understand by migration? Explain the positive and negative impacts of migration. (12)

OR

b) Why is there a need to study the demographic environment of business? (12)

Q5. a) What are the positive and negative impacts of technological advancements in business? (12)

OR

b) Explain the impact of natural environment on business. (12)

Q6. a) Explain the role of government in business. (12)

OR

b) Write a note about the components of political environment. (12)

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