

SARASWAT EDUCATION SOCIETY'S  
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES  
KHORLIM, MAPUSA – GOA  
B.COM – THIRD SEMESTER END EXAMINATION – NOVEMBER 2023  
(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.

**Q1. Answer any four questions from the following: (4X4 = 16)**

- a) What do you understand by business environment? Discuss its importance for the business.
- b) Explain the characteristics of a Modern business.
- c) Explain any two components of internal environment.
- d) Describe the concept of Organizational Culture.
- e) How has family structure impacted the evolution of business in India.
- f) What do you understand by demographic environment.

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

- a) Define Natural environment of business
- b) Discuss the concept of innovation and its types.
- c) What do you understand by e-commerce?
- d) What is government bureaucracy? List out its characteristics.
- e) Explain the democratic system of politics.
- f) Explain any two components of Political environment.

**Q3. a) Explain the different types of Macro External Environments of business. (12)**

OR

**b) Explain the different types of Micro External Environments of business. (12)**

**Q4. a) What is migration? What are the positive and negative effects of migration? (12)**

OR

b) Discuss in brief the impact of natural environment on business. (12)

Q5. a) What is demographic environment? Explain the need to study demographics and the uses of demographic studies in various fields. (12)

OR

b) Explain the positive and negative impacts of technology on business. (12)

Q6. a) Describe in brief the business environment in Goa, with reference to Environmental factors, Social Factors and Political Factors. (12)

OR

b) Explain the four roles of government in business. (12)

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