**SARASWAT EDUCATION SOCIETY'S**
**SRIDORA CACULOCOLLEGE OF COMMERCE & MANAGEMENT STUDIES**
**KHORLIM, MAPUSA, GOA**

**B.Com - General (NEP 20, w. e. f. 2024-25)**

**S.Y. B.COM. SEMESTER END ASSESSMENT, October, 2026**

**THEORY- REGULAR ODD SEMESTER III EXAMINATION**

Subject: - BUSINESS ENVIRONMENT (Minor) CCA-211 Max.Marks:- 80marks
Credits: - 04 Duration:- 2hrs

Instructions: - 1. All questions are compulsory. However, internal choice is available
2. Figures to the right indicate maximum marks.

**I. Answer the following questions** **(8*2=16)**

**i.** Define 'Business Environment'

**ii.** What is meant by the 'Demographic Environment' of a business?

**iii.** State the primary objective of Monetary Policy.

**iv.** What does NITI Aayog stand for, and in which year was it established?

**v.** What is meant by 'Anti-Globalisation Sentiments'?

**vi.** Define 'Sustainable Development'.

**vii.** What is the primary objective of the Goa Industrial Policy?

**viii.** What is an Industrial Estate? Name two major industrial estates managed by GIDC in Goa.

**II. i.** Define 'Business Goals'. Explain the five major categories of business goals. **(12)**

**OR**

**i.** What is 'Micro environment'? Describe the five key micro-environmental factors- Customers, Organisations, Market Intermediaries, Competitors, and Suppliers. **(12)**

**ii.** Highlight four significant features of modern businesses. **(4)**

**III. i.** Examine the role of the 'Make in India' policy in transforming domestic economic factors and policy frameworks into global competitive advantages. **(12)**

**ii.** Describe the relationship between the Agricultural Policy of India and the demand for Fast-Moving Consumer Goods (FMCG) in rural markets. **(4)**

**OR**

**ii.** Distinguish between Trade Policy and Industrial Policy with suitable examples. **(4)**

**IV. i.** Analyse how the liberalised trade policies and economic reforms have transformed India's industrial landscape with reference to the competitive advantages and challenges faced by the domestic industries. **(12)**

**ii.** Describe climate change adaptation strategies adopted by Indian industries for sustainable growth. **(4)**

**OR**

**ii.** Describe the role of Information Technology (IT) and Business Process Outsourcing (BPO) in Globalisation. **(4)**

**V. i.** Critically evaluate the environmental conflicts associated with key industries in Goa. **(12)**

**ii.** Explain the role played by the Goa State Industries Association (GSIA) in supporting micro, small, and medium enterprises (MSMEs) in Goa. **(4)**

**OR**

**ii.** Describe the objectives of environmental movements triggered by mining operations in Goa. **(4)**