

G.V.M's G.G.P.R. College of Commerce & Economics
Ponda Goa

B.Com (Semester III) First Intra Semester Assessment (ISA) Test, October 2020
BUSINESS ENVIRONMENT

Duration: 30 minutes

Marks : 10

Q. 1 (A) Match the pairs with items in the Column-A with items in the Column-B: -

($\frac{1}{2} \times 4 = 2$ Mks)

Column-A

Column-B

- | | |
|-----------------------------|--------------------------------|
| (i) Competitors | (a) Insurance & Banking |
| (ii) Service Sector | (b) borderless world for trade |
| (iii) Globalization | (c) Opportunities and threats |
| (iv) Environmental analysis | (d) Samsung, Apple & Onida |

(B) Write short notes, **Any Two**: -

(2 x 4=8 Mks)

- (a) Characteristics of modern business.
 - (b) Components of internal environment of business.
 - (c) Goals of business.
 - (d) Impact of Covid19 Pandemic on business, society and government.
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