

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS
PONDA-GOA
B.COM.(SEMESTER-III) EXAMINATION, OCTOBER 2016
BUSINESS ENVIRONMENT

Duration: 2 Hours

Marks: 80

Instructions: (i) Figures to the right indicate marks.

- Q. 1 Write short notes, **Any Two:** - **(8x2=16)**
(a) Characteristics of business
(b) Goals of Business
(c) Internal environment of Business
(d) Micro-environment of business
- Q. 2 Write short notes, **Any Two:** - **(8x2=16)**
(i) Impact of culture on business
(ii) Impact of language on business
(iii) Impact of nouveau riche on business
(iv) Meaning and composition of demographic environment
- Q. 3 (a) What is natural environment? **(4)**
(b) How natural environment affects business? Explain. **(8)**
- OR**
- Q. 3 (x) What is e-business? **(4)**
(y) Mention the features of technology. **(8)**
- Q. 4 (a) What is technology? **(4)**
(b) Comment upon impact of technology on business. **(8)**
- OR**
- Q.4 (x) What is need for appropriate technology? **(4)**
(y) Highlight upon management of technology. **(8)**
- Q. 5 (a) What is political stability? **(4)**
(b) Outline the role of government in business. **(8)**
- OR**
- Q. 5 (x) What is significance democracy? **(4)**
(y) Mention the role of civil services in India **(8)**
- Q. 6 (a) What is global environment? **(4)**
(b) Outline the impact of migration on business, society and economy. **(8)**
- OR**
- Q. 6 (x) Outline the impact of labour groups on business. **(4)**
(y) Highlight upon the impact of customs, traditions and values on business. **(8)**

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