

**Goa Vidyaprasarak Mandal's**  
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE**  
**AND ECONOMICS, PONDA - GOA**  
**B. COM. CHOICE BASED CREDIT SYSTEM (SEMERSTER-III)**  
**EXAMINATION, OCTOBER 2018**  
**BUSINESS ENVIRONMENT**

**Duration: 2 Hours**

**Marks : 80**

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**Instructions:** (i) All questions are compulsory.  
(ii) Figures to the right indicate marks.

- Q.1 Write short notes, **any 4:** - **(4x4=16)**  
(a) Diversification  
(b) Impact of migration on economy  
(c) Benefits and defects of business  
(d) Importance of *nouveau riche* to business  
(e) Need for clean technology  
(f) E-commerce
- Q.2 Write short notes, **any 4:** - **(4x4=16)**  
(i) Government as a facilitator of business  
(ii) Labour groups  
(iii) Economic justice under the Preamble to Constitution of India  
(iv) Customer satisfaction  
(v) Vision of founders of a company  
(vi) Responsibility of business towards customer
- Q.3 Mention the characteristics of modern business. **(12)**  
**OR**
- Q.3 Comment upon the microenvironment of business. **(12)**
- Q.4 Point out the impact of traditions, customs and values on business. **(12)**  
**OR**
- Q.4 Briefly comment upon demographic environment in India. **(12)**
- Q.5 Highlight upon the features of technology. **(12)**  
**OR**
- Q.5 Comment upon the impact of technology on economy. **(12)**
- Q.6 What is the role of Government in business. **(12)**  
**OR**
- Q.6 Comment upon the working of Panchayati Raj System in India. **(12)**

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