

GVM's GGPR College of Commerce & Economics,
Farmagudi- Ponda, Goa.
B.Com (Semester III) Intra Semester Assessment (ISA) I- Test, July 2019
BUSINESS ENVIRONMENT

Duration: 30 minutes

Marks: 10

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

Q. 1 (A) Match the pairs and re-write the statements: - (2)

Column I

- (i) Microsoft
- (ii) Literacy
- (iii) Organizational Structure
- (iv) Competitors

Column-II

- (a) Span of control
- (b) Market leader
- (c) Discretionary income
- (d) Digital products

Q.1 (B) Write short notes, ANY TWO: (2X4=8)

- (a) Mention characteristics of recent business, any four.
- (b) What are goals of business, any four?
- (c) List the factors affecting internal environment of business, any four.
- (d) Point out the components of micro-environment of business, any four.
- (e) Comment upon technological environment of business.
- (f) Outline the responsibilities of a company towards employees.