

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS
PONDA-GOA

B.COM. (SEMESTER-III) EXAMINATION, OCTOBER 2015

BUSINESS ENVIRONMENT

Duration: 2 Hours

Marks: 80

Instructions : 1) All questions are compulsory.
2) Figures to the right indicate marks.

- Q. 1 What are the characteristics of business? (16)
- OR**
- Q. 1 Write short notes: - (2x8=16)
- (i) Goals of business
- (ii) Internal environment of business
- Q. 2 Write short notes, ANY TWO: - (2X8=16)
- (i) Impact of culture on business
- (ii) Impact of *nouveau riche* on business
- (iii) Impact of customs, traditions and values on business
- (iv) Impact of migration on Goan economy, society.
- Q. 3 How natural environment affects business? Explain. (12)
- OR**
- Q. 3 Mention the features of technology. (12)
- Q. 4 Highlight upon the role of Government in business. (12)
- OR**
- Q. 4 Comment upon the interest groups and their impact on business. (12)
- Q. 5 Outline the role of bureaucracy in Indian economy, society. (12)
- OR**
- Q. 5 Comment upon the impact of technology on business. (12)
- Q. 6 How demographic environment affects business? Explain. (12)
- OR**
- Q. 6 Comment upon *e-business* in India? (12)

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