

GVM's G.G.P.R.COLLEGE OF COMMERCE & ECONOMICS
FARMAGUDI, PONDA-GOA

INTRASEMESTER ASSESSMENT-I
JULY 2014
B.COM. SEMESTER-III

BUSINESS ENVIRONMENT

MARKS: 10

TIME: 30 MINUTES

Q. 1 Comment upon, ANY TWO: --- (2x5=10)

- (i) Characteristics of today's business
- (ii) Goals of business
- (iii) Components of micro-environment of business
- (iv) Social responsibility of business
