

Goa Vidyaprasarak Mandal's  
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS**  
**FARMAGUDI, PONDA –GOA**

**B.COM. CBCS (SEMESTER III) INTRA SEMESTER ASSESSMENT (ISA-I) TEST, SEPTEMBER 2022**  
**BUSINESS ENVIRONMENT**

**Duration: 30 Minutes.**

**Marks: 10**

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**Q. 1 A) Define following term(s): -**

**(2X1=2)**

(i) Business

**OR**

(i) Business Environment

**(B) Short notes, Any Two:**

**(4X2=8)**

(a) Characteristics of today's business

(b) Goals of business

(c) Socio-cultural environment of business

(d) Micro-environment of business