

**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 AUGUST 2023**  
**BUSINESS ENVIRONMENT – I**

**Time: 30 Minutes**

**Marks: 10**

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**Q. 1 (A) Short answers, Any One: - (02)**

(i) What is business?

(ii) What is SWOT analysis? (02)

**(B) Short notes, Any Two: - (4X2=08)**

(a) Characteristics of modern Business.

(b) Goals of business.

(c) 'Internal environment of business is controllable'— Comment.

(d) Components of microenvironment of business.

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