

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN,  
NUVEM-GOA**

**SEMESTER END EXAMINATION, NOVEMBER 2022**

**Semester: III of B. Com**

**Course Name: Business Environment (GE 3) Course Code: UCOG121**

**Total marks: 80 Date: 26/11/2022 Duration: Two Hours Total No of pages: 01**

**Instructions:**

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

**Q1. Answer any four in 100 words: (4 x 4 = 16)**

- a) Meaning of Business Environment
- b) Meaning Internal Power Relationship
- c) Meaning of social responsibilities of business
- d) Types of Organizational Culture
- e) Effect of Attitude on business (4 points)
- f) Components of the demographic environment (4 points)

**Q2. Write short notes on any four of the following: (4 x 4 = 16)**

- a) Technological Environment
- b) Objectives of a Technology Park (4 points)
- c) Innovation
- d) Political Ideology
- e) Role of Bureaucracy (4 points)
- f) Impact of interest groups on public policy

**Q3.a) Explain the characteristics of business environment. (12)**

**OR**

**Q 3 b) Describe the demographic and socio-cultural environment of a business. (12)**

**Q 4. a) Is organizational culture important for business success? Discuss. (12)**

**OR**

**Q 4. b) Discuss the different types of internal migration. (12)**

**Q 5. a) Explain the meaning and components of the natural environment. (12)**

**OR**

**Q 5. b) Illustrate the role of technology in the modern business world. (12)**

**Q 6. a) Discuss the different techniques of government intervention? (12)**

**OR**

**Q 6. b) Describe the Panchayati Raj System in India and the role it plays in business. (12)**