

31/03/2016



DOON UNIVERSITY, DEHRADUN
Mid- Term Examination, Second Semester, 2016
School of Management

Course: Business Environment 511

Time Allowed: 2 Hours

Maximum Marks: 30

I. Attempt all questions. All questions carry equal marks. (Marks: 8*2=16)

1. Define business environment.
2. Mention two elements of social environment.
3. Which environment describes characteristics of society in which organisation exists?
4. State the factors of micro environment.
5. What are business challenges? Name them.
6. ----- is the process of analysing the environment for the identification of factors which have impact on or have implication for the business.(forecasting, assessment, scanning, none of these).
7. Which of the following does not form part of a firm's macro environment?
 - a. Internal environment
 - b. Economic environment
 - c. Technological environment
 - d. Political environment
8. Viewed as a system, the essential purpose of all business organisations is to:
 - a. Make maximum level of profits
 - b. Make satisfactory level of profits
 - c. transform inputs to outputs
 - d. Be a good citizen

II. Attempt any one question: (Marks:1*14=14)

1. How do political factors being external to the business organisation affect the performance of any organisation?
2. Describe the impact of changing technology on the functioning of organisation.
3. What do you understand by socio-cultural environment? How does this affect the functioning of business?