**hUNIT-3**

**BUSINESS ENVIRONMENT**

**ONE MARK QUESTION**

**1. Give an example of social environment?**

**Ans- Social attitude, Customs and rituals.**

**2. Name the act that protects the interest of consumer trade.**

**Ans- Consumer Protection Act 1986**

**3. In which year the world trade organization came in began?**

**Ans- 18th January 1985**

**4. What is the purpose of inacting the consumer protection act 1986?**

**Ans- Providing better protection to the consumer.**

**5. The information Technology Act 2002 comes under what type of environment.**

**Ans- Legal regulatory environment**

**6. What is the main objective of FEMA?**

**Ans- Facilitating external trade and payment.**

**7. Write the impact of government policy changes on business and industry?**

**Ans- Globalization, Liberalization and privatization**

**8. Which policy of government has moved India towards globalization?**

**Ans- The new economic policy of 1991.**

**9. What do you mean by disinvestment?**

**Ans- Disinvestment is meant selling of the share capital of public sector unit to the private sector.**

**10. What is the name of the economy when public and private sector co exist?**

**Ans- Mixed Economy**

**11. Why is it said that business environment is a relative concept?**

**Ans- Business environment is relative concept because it differs from nation to nation and even region to region.**

**12. Give two examples of marketing intermediaries?**

**Ans- Wholesaler and retailers**

**13. Which sector of Indian economy was given greater importance after independence?**

**Ans- Public Sector**

**LONG QUESTION**

**1. What is business environment? Explain the characteristics of business environment.**

**2. Explain the need and importance of business environment?**

**3. Discuss in detail about the different components of business environment?**

**4. Explain some strategies that are available to manager to deal with changing business environment?**

**5. Write a brief note on economic environment in India.**

**6. Mention the economic reforms that have been initiated by the government since 1921.**

**7. What is liberalization?**

**8. What is privatization?**

**9. What is globalization?**

**10. Mention the impact of Globalization and liberalization in India?**

**11. What are the obstacles to Globalization in India?**

**12. Explain the impacts of government policy changes on business and industry.**

**13. How is business influenced by the political and legal environment.**

**14. How does social and technological environment influence the working of business.**

**15. Explain three positive impacts of Globalization and liberalization in India.**

**16. Write three negative impact of globalization in India.**

**17. Write three salient features of new industrial policy.**

**18. Write three effects of political environment.**

**19. Liberalization and globalization have created both challenges and opportunities for the Indian business? Discuss the statement.**

**20. What is micro environment? Explain the four components of its.**

**21. Explain three major components of economic environment.**