**SESSION**

**FEB/MAR 2021**

**PROGRAMME**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**SEMESTER I**

**COURSE CODE & NAME**

**DBB1103**

**BUSINESS ENVIRONMENT**

**Q1. Define the term ‘business environment’. Explain macro external environment with examples. 10**

**Ans 1.**

**Business environment:**

Generally speaking, the environment includes the air we breathe, the water we drink, the available business, social and educational infrastructure in the locality, state and country. It literally means the surroundings, external objects, influencing factors, or circumstances under which someone or something exists. In the context of business, the environment refers to the sum of internal and external forces operating on an organization. Business environment means the

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**Q2. What is economic environment? Explain how global economic environment has changed over time. 5+5 10**

**Ans 2.**

**Economic environment:** An economic environment is the total number of economic factors that make up the economy. The economic environment is of two types: microeconomic and macroeconomic. The microeconomic environment includes information relating to the economic situations of individuals in society. The macroeconomic environment includes economic factors

**Q3. What is meant by political environment of business? Explain the business risks posed by political system in India. 2+8 10**

**Ans 3.**

**Political environment and the economic system**

The political environment is one of the most powerful factors that impacts the viability and sustenance of a business venture. The economic policies of the government prevailing in the region where business exists as well as the politico-economic scenario of the world at large have a bearing on commerce and business. Business today is not localized. Events and happenings in