



तेजस्वि नावधीतमस्तु
ISO 9001:2008 & 14001:2004

FAIRFIELD
Institute of Management & Technology
Managed by 'The Fairfield Foundation'
(Affiliated to GGSIP University, New Delhi)

BBA IVth Semester

BUSINESS ENVIRONMENT

Paper Code BBA-204

Objective:

The objective of this assignment is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

Questions:

1. Explain the micro environment in detail highlighting its silent features.
2. Explain the process and limitation of environmental analysis?
3. What are the impacts of culture on business?
4. Explain the role of government in economic development? Examine the rational of government's role?
5. The technological environment is extremely important for business. Explain.

Procedure:

The students should refer to the books mentioned in references and they can also take help from internet. The assignment should be handwritten and properly filled. Students should cover all these headings in their assignments.

- Index
- Introduction
- Objective of the assignments
- Assignment questions with answers
- Conclusion
- References

Outcome:

After completing the assignment, students will understand the various basic concepts of business environment and will be able to perform better in the subject.

Reference Books:

1. Shaikh, Saleem, (2010), Business Environment, 2nd edition, Pearson Education.
2. Cherunilam, Francis, (2007), Business Environment - Text and Cases, Himalaya Publishing House.