



INDIAN SCHOOL DARSAIT
DEPARTMENT OF COMMERCE



SUB: Business Studies	BUSINESS ENVIRONMENT - 3	
Date of Worksheet: / /2018		Prepared by: JMC
Name of Student:		Roll Number:
Class and Div. :XII C & D		

Q.NO	QUESTIONS	MARKS
1.	What is meant by business environment?	1
2.	What is internal environment?	1
3.	What is external environment?	1
4.	What is micro environment?	1
5.	What is macro environment?	1
6.	What is price control?	1
7.	“The understanding of business environment helps the managers to identify ‘threats’.” What is meant by ‘threats’ here?	1
8.	“The understanding of Business Environment enables the firm to identify opportunities.” What is meant by ‘opportunities’ here?	1
9.	In India there is very ancient tradition of sending greetings to each other on the festivals like Diwali, Eid, Christmas etc:-. For example, as soon as the festival of Diwali approaches near, a heavy sale of ‘Greeting Cards’ begins in the market. On these occasions, the printing industry earns a big profit. But for the last few years the place of ‘Greeting Cards has been taken over by internet and mobile. This instruction has had a negative impact on the primary industry. Identify the dimension of business environment described in the paragraph given above.	1
10.	Mr. Vishnu Vinod is working as the General Manager of “Nafa King Limited”. He remains alive to the changes taking place in the business environment. He is of the view that if plans are made in accordance with the proper study of the different factors of business environment, one can be free from care for some time. But he finds his approach proving to be wrong. He realizes that there is always a change taking place in some or the other factors of business environment. Not only this, but one can find even more one factor undergoing a change repeatedly, such a situation creates a hurdle in the growth of business.	1

	Which particular feature of business environment has been highlighted in the paragraph given above?	
11.	<p>Mr. Mahesh Kumar Singh is the Divisional manager of the Export Division of 'Swad Tea Limited'. For some time since past a restriction has been imposed on Export of Tea. It is evident that the company's Export business depends on the Government's Policy. Recently there has been a change of Government in the centre. As soon as the new Government took over, it removed the restriction imposed on the Export of Tea. With the coming of this news the Division under Mr. M K Singh heaved a sigh of relief.</p> <p>a) The change of Government is having its impact on the two dimensions of business Environment. Identify them.</p> <p>b) Identify one of the characteristics of 'Business Environment' described.</p>	3
12.	<p>For the last few years Companies in India are looking at Organized Retailing as good opportunities. In accordance with this view several companies have planned to enter this environment. The Government too is fully supporting this approach. The main reason for the attraction of the companies to this approach is the increase in the income of the people. Besides there has taken place a big change in the Buying Attitude of the people for the last few years. Now people want better quality products, even if they have to pay more money for them. The Organized Retailing is competent to fulfill this desire of the people.</p> <p>Identify the different dimensions of business environment described in the paragraph given above by quoting the relevant lines.</p>	3
13.	<p>The court issued the order that for vehicles to be smokeless was most essential and that any one violating this order shall have to pay a heavy fine. Abiding by this order was necessary for the health of people. Making this strict order of the court as the base, 'AR Motors Limited' owned by Vishnu A R resolved to manufacture such vehicles by using modern technology as should not produce any smoke at all. The government also announced to provide help in served ways to set up such industrial units.</p> <p>a) Identify the three Dimensions of Business Environment described in the paragraph above by quoting the relevant lines.</p> <p>b) Write about any one of the values for society granted by the court.</p>	4
14.	<p>Often it is observed that some political parties of a country are in favour of giving a lot of freedom to business while are opposed to this view. When General Elections are approaching in a country the</p>	3

	<p>impact of this approach of the political parties can be seen on the share market. For Example, General Elections are about to take place in a country, and the general view of the people is that the political parties having a positive approach to business will come into power. As a consequence of this news the rates of shares in the share market will rise.</p> <p>In the paragraph given above of one particular feature and two dimensions of business environment have been described. Identify them.</p>	
15.	<p>Mr. Sherin , the Managing Director of ‘Hani Motors Limited’ pays more attention to the Department of Research and Development than other departments of his company. This was the reason that the company made such engines which consumed half of the quantity of diesel consumed by ordinary engines. The people bought it briskly. The company earned a huge profit from the sale of this product. The new engine had its control not only on the consumption of fewer diesels but on the emission of smoke also.</p> <p>i) Identify and explain the Dimension of Business Environment described in the paragraph given above.</p> <p>ii) State the importance of Business Environment for business by quoting the relevant lines.</p> <p>iii) State the two values given by the company to the society.</p>	4
16.	<p>‘Afra Rice Foods Limited’ is a well known rice producing company. The sales have been falling down right from the beginning of the year. The Managing Director Miss. Afeefa is worried about this situation. With a view to find out the solution of this problem, she made a team of four persons. In this team one manager, one deputy manager, one superior and one senior worker were included. After the survey, she told the following four reasons for the falling down of the company’s sales.</p> <p>i. On account of increase in Export Duty made by the Government, the foreign demand has gone down.</p> <p>ii. On account of the availability of several eatable substitutes the attention of people has been diverted from rice.</p> <p>iii. Some other rice producing companies have set up Imported Machines with which they are producing better quality.</p> <p>iv. The export has been affected on account of bitterness created in the relations with one of the chief rice importing countries.</p> <p>When this report reached the Managing Director, she arrived at the conclusion that all these changes has taken</p>	6

	<p>place so fast that they had not been able to guess or to cope with them in time.</p> <p>a) Identify the dimensions of business environment discussed in the above case by quoting the relevant lines.</p> <p>b) Which point of importance of business environment has the Managing Director admitted his inability to make a guess of?</p> <p>c) Which value is this case providing to the employees?</p>	
17.	<p>Identify the Business Environment relating to the statements given below:</p> <p>i) The increasing interest of the urban people in health and fitness.</p> <p>ii) With the increase in the income of the people the increase in their demand of certain commodities.</p> <p>iii) Discrimination in the remuneration of men and women doing the similar type of work.</p> <p>iv) Opposition of political parties to the Foreign Direct Investment in Organized Retailing.</p> <p>v) The adverse impact on the Cotton Cloth Industry with the coming up of the clothes made of synthetic thread in the market.</p> <p>vi) Ban imposed by the Government on the sale of a product in vogue on account of the failure of its samples.</p>	6
