



BRENTWOOD
OPEN LEARNING COLLEGE



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Course:	The Business Environment
Assignment NO:	1

Marking Criteria:

We expect the learners to write minimum one well expressed point in three lines against each allocated mark. This means one needs to write 15 lines with 5 well expressed points to get high grades for a 5 marks question.

For high grades use examples and illustrations where appropriate.

What is meant by Exim policy?

This is made to control the level of investment of foreign countries in that nation and it aims at increasing the export of a nation and decreasing the import. And in return this would benefit the nation and help its growth and economic prosperity.

Identify the types of

environment in the following cases:

- (a) Demand for new clothes increases during festive session.

Social Environment

- (b) Computer has outdated typewriter.

Technological Environment

- (c) Sugar factories are being set up where sugarcane is grown abundantly.

Natural Environment

- (d) Availability of skilled labour in a particular region.

Demographic Environment

How does demographic environment of business influence the business activities?

One must understand the needs and demands of the population of the nation to which his business belongs in terms of goods and services needed in regards to the size, density, distribution and growth rate of this population.

Describe the importance of business environment for a business firm.

Business environment helps identify strength, weakness, opportunities and threats, and so there must be analysis to be made for the survival and the growth of the business.

Explain the social responsibility of business towards different groups.

Everyone in the corporation has responsibilities in the business and that is not limited to the owners only and below is different types of social responsibilities of a business:

Responsibility towards the shareholders or owners, Employees, Consumers, Government and Community.