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Chapter 1 : CBSE Class 12 Business Studies Notes : Business Environment | AglaSem Schools

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These companies issued a number of press statements and conducted many publicity campaigns in India claiming that their beverages were perfectly safe. CSE, in turn, criticised the expert committees findings and said that 11 of Coke and Pepsi drinks contained average pesticide levels that were 24 times higher than the limits agreed by the Indian government. However, the pesticide controversy adversely affected the sales of both Coke and Pepsi as consumers started watching their diet more closely. Organic food products suddenly became popular as the healthier option. By definition, organic means fruits, vegetables, foodgrains and processed products that have been produced with no pesticide or inorganic fertilisers. Meanwhile the soft drinks giants have been continuously advertising and trying to convince the consumers about the safety of their products. The Pepsi Cola controversy raises an interesting question: Why are soft drinks giants, Coca-Cola and PepsiCo putting in so much effort on publicity campaigns in India after the decline in their sales? The answer lies in the fact that their success is dependent not merely on their internal management, but also on many external forces as, for example, decisions and actions of governments, consumers, other business firms and even non-government organisations NGOs like CSE. In this chapter, we shall identify certain important external forces or environmental conditions and their impact on the operations of business enterprises. Thus, the economic, social, political, technological and other forces which operate outside a business enterprise are part of its environment. So also, the individual consumers or competing enterprises as well as the governments, consumer groups, competitors, courts, media and other institutions working outside an enterprise constitute its environment. The important point is that these individuals, institutions and forces are likely to influence the performance of a business enterprise although they happen to exist outside its boundaries. Increase in taxes by government can make things expensive to buy. Technological improvements may render existing products obsolete. Political uncertainty may create fear in the minds of investors. Changes in fashions and tastes of consumers may shift demand in the market from existing products to new ones. Increased competition in the market may reduce profit margins of firms. On the basis of the foregoing discussion, it can be said business environment, has the following features: Business environment is the sum total of all things external to business firms and, as such, is aggregative in nature. Business environment includes both specific and general forces. Specific forces such as investors, customers, competitors and suppliers affect individual enterprises directly and immediately in their day-to-day working. General forces such as social, political, legal and technological conditions have impact on all business enterprises and thus may affect an individual firm only indirectly. Different elements or parts of business environment are closely inter-related. For example, increased life expectancy of people and increased awareness for health care have increased the demand for many health products and services like diet Coke, fat-free cooking oil, and health resorts. Business environment is dynamic in that it keeps on changing whether in terms of technological improvement, shifts in consumer preferences or entry of new competition in the market. Business environment is largely uncertain as it is very difficult to predict future happenings, especially when environment changes are taking place too frequently as in the case of information technology or fashion industries. Since business environment consists of numerous interrelated and dynamic conditions or forces which arise from different sources, it becomes difficult to comprehend at once what exactly constitutes a given environment. In other words, environment is a complex phenomenon that is relatively easier to understand in parts but difficult to grasp in its totality. For example, it may be difficult to know the extent of the relative impact of the social, economic, political, technological or legal factors on change in demand of a product in the market. Business environment is a relative concept since it differs from country to country and even region to region. Similarly,

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demand for sarees may be fairly high in India whereas it may be almost non-existent in France. Importance of Business Environment Just like human beings, business enterprises do not exist in isolation. Each business firm is not an island unto itself; it exists, survives and grows within the context of the element and forces of its environment. While an individual firm is able to do little to change or control these forces, it has no alternative to responding or adapting according to them. A good understanding of environment by business managers enables them not only to identify and evaluate, but also to react to the forces external to their firms. The importance of business environment and its understanding by managers can be appreciated if we consider the following facts: Opportunities refer to the positive external trends or changes that will help a firm to improve its performance. Environment provides numerous opportunities for business success. Early identification of opportunities helps an enterprise to be the first to exploit them instead of losing them to competitors. For example, Maruti Udyog became the leader in the small car market because it was the first to recognise the need for small cars in an environment of rising petroleum prices and a large middle class population in India. Besides opportunities, environment happens to be the source of many threats. Environmental awareness can help managers to identify various threats on time and serve as an early warning signal. For example, if an Indian firm finds that a foreign multinational is entering the Indian market with new substitutes, it should act as a warning signal. On the basis of this information, the Indian firms can prepare themselves to meet the threat by adopting such measures as improving the quality of the product, reducing cost of the production, engaging in aggressive advertising, and so on. Environment is a source of various resources for running a business. To engage in any type of activity, a business enterprise assembles various resources called inputs like finance, machines, raw materials, power and water, labour, etc. They decide to provide these resources with their own expectations to get something in return from the enterprise. The business enterprise supplies the environment with its outputs such as goods and services for customers, payment of taxes to government, return on financial investment to investors and so on. Because the enterprise depends on the environment as a source of inputs or resources and as an outlet for outputs, it only makes sense that the enterprise designs policies that allow it to get the resources that it needs so that it can convert those resources into outputs that the environment desires. This can be done better by understanding what the environment has to offer. It is not the fact of change itself that is so important as the pace of change. All sizes and all types of enterprises are facing increasingly dynamic environment. In order to effectively cope with these significant changes, managers must understand and examine the environment and develop suitable courses of action. Since environment is a source of both opportunities and threats for a business enterprise, its understanding and analysis can be the basis for deciding the future course of action planning or training guidelines for decision making policy. For instance, entry of new players in the market, which means more competition may make an enterprise think afresh about how to deal with the situation. The final reason for understanding business environment relates to whether or not it really makes a difference in the performance of an enterprise. The answer is that it does appear to make a difference. Many studies reveal that the future of an enterprise is closely bound up with what is happening in the environment. And, the enterprises that continuously monitor their environment and adopt suitable business practices are the ones which not only improve their present performance but also continue to succeed in the market for a longer period. Dimensions of Business Environment Dimensions of, or the factors constituting the business environment include economic, social, technological, political and legal conditions which are considered relevant for decision-making and improving the performance of an enterprise. In contrast to the specific environment, these factors explain the general environment which mostly influences many enterprises at the same time. However, management of every enterprise can benefit from being aware of these dimensions instead of being disinterested in them. For instance, scientific research has discovered a technology that makes it possible to produce an energy efficient light bulb that lasts at least twenty times as long as a standard bulb. Senior managers in the lighting divisions at General Electric and Phillips recognised that this discovery had the potential to significantly affect their unit growth and profitability, So they have carefully followed the progress on this research and profitably used its

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findings. A brief Components of Economic Environment Existing structure of the economy in terms of relative role of private and public sectors. The rates of growth of GNP and per capita income at current and constant prices Rates of saving and investment Volume of imports and exports of different items Balance of payments and changes in foreign exchange reserves Agricultural and industrial production trends Expansion of transportation and communication facilities Money supply in the economy Public debt internal and external Planned outlay in private and public sectors discussion of the various factors constituting the general environment of business is given below: Interest rates, inflation rates, changes in disposable income of people, stock market indices and the value of rupee are some of the economic factors that can affect management practices in a business enterprise. Short and long term interest rates significantly affect the demand for product and services. For example, in case of construction companies and automobile manufacturers, low longer-term rates are beneficial because they result in increased spending by consumers for buying homes and cars on borrowed money. Similarly, a rise in the disposable income of people due to increase in the gross domestic product of a country creates increasing demand for products. High inflation rates generally result in constraints on business enterprises as they increase the various costs of business such as the purchase of raw materials or machinery and payment of wages and salaries to employees. Analyse their impact on the working of business enterprises. Traditions define social practices that have lasted for decades or even centuries. For example, the celebration of Diwali, Id, Christmas, and Guru Parv in India provides significant financial opportunities for greetings card companies, sweets or confectionery manufacturers, tailoring outlets and many other related business. Values refer to concepts that a society holds in high esteem. In India, individual freedom, social justice, equality of opportunity and national integration are examples of major values cherished by all of us. Social trends present various opportunities and threats to business enterprises. For example, the health-and-fitness trend has become popular among large number of urban dwellers. This has created a demand for products like organic food, diet soft drinks, gyms, bottled mineral water and food supplements. This trend has, however, harmed business in other industries like dairy processing, tobacco and liquor. Technological environment includes forces relating to scientific improvements and innovations which provide new ways of producing goods and services and new methods and techniques of operating a business. Find out the changes in their consumption habits over the last five years. Analyse the impact of these changes on the working of business enterprises. Similarly, retailers have direct links with suppliers who replenish stocks when needed. Manufacturers have flexible manufacturing systems. Airline companies have Internet and World Wide Web pages where customers can look for flight times, destinations and fares and book their tickets online. In addition, continuing innovations in different scientific and engineering fields such as lasers, robotics, biotechnology, food preservatives, medicine, telecommunication and synthetic fuels have provided numerous opportunities and threats for many different enterprises. Shifts in demand from vacuum tubes to transistors, from steam locomotives to diesel and electric engines, from fountain pens to ballpoint, from propeller airplanes to jets, and from typewriters to computer based word processors, have all been responsible and creating new business. Political environment includes political conditions such as general stability and peace in the country and specific attitudes that elected government representatives hold towards business. The significance of political conditions in business success lies in the predictability of business activities under stable political conditions. On the other hand, there may be uncertainty of business activities due to political unrest and threats to law and order. Political stability, Major Elements of Political Environment The Constitution of the country Prevailing political system The degree of politicisation of business and economic issues Dominant ideologies and values of major political parties The nature and profile of political leadership and thinking of political personalities The level of political morality Political institutions like the government and allied agencies Political ideology and practices of the ruling party The extent and nature of government intervention in business The nature of relationship of our country with foreign countries thus, builds up confidence among business people to invest in the long term projects for the growth of the economy. Political instability can shake that confidence. Similarly, the attitudes of government officials towards business may have either

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positive or negative impact upon business. For example, even after opening up of our economy in , foreign companies found it extremely difficult to cut through the bureaucratic red tape to get permits for doing business in India. Sometimes, it took months to process even their application for the purpose. As a result these companies were discouraged from investing in our country. The situation has improved over time.

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Chapter 2 : Chapter 3 - Business Environment (Class Notes), BST, Class 12, CBSE | EduRev Notes

CBSE Class 12 Business Studies Case Studies - Business Environment Concept of Business Environment The term 'Business Environment' means the totality of all individuals, institutions and other forces that are outside the control of a business enterprise but have a major impact on its performance.

Download revision notes for Business Environment class 12 Notes and score high in exams. These are the Business Environment class 12 Notes Business Studies prepared by team of expert teachers. The revision notes help you revise the whole chapter 3 in minutes. Revision notes in exam days is one of the best tips recommended by teachers during exam days. Business environment refers to forces and institutions outside the firm with which its members must deal to achieve the organisational purposes. Features of Business Environment

1. Totality of external forces: Specific and general forces: Business environment includes both specific and general forces. Specific forces include investors, competitors, customers etc. For example, increased awareness of health care has raised the demand for organic food and roasted snacks. Business environment is uncertain as it is difficult to predict the future environmental changes and their impact with full accuracy. Business environment is complex which is easy to understand in parts separately but it is difficult to understand in totality. Business environment is a relative concept whose impact differs from country to country, region to region and firm to firm. For example, a shift of preference from soft drinks to juices will be welcomed as an opportunity by juice making companies while a threat to soft drink manufacturers.

Identification of opportunities to get first mover advantage: Understanding of business environment helps an organization in identifying advantageous opportunities and getting their benefits prior to competitors, thus reaping the benefits of being a pioneer. Correct knowledge of business environment helps an organization to identify those threats which may adversely affect its operations. Business environment makes available various resources such as capital, labour, machines, raw material etc. In order to know the availability of resources and making them available on time at economical price, knowledge of business environment is necessary. Coping with Rapid changes: Assistance in planning and policy formulation: Helps in Improving performance: Correct analysis and continuous monitoring of business environment helps an organization in improving its performance.

Economic Environment in India As a part of economic reforms, the Government of India announced New Economic Policy in July for taking out the country out of economic difficulty and speeding up the development of the country. Main features of NEP, are as follows: Only six industries were kept under licensing scheme. The role of public sector was limited only to four industries. Disinvestment was carried out in many public sector enterprises. Automatic permission was given for signing technology agreements with foreign companies. Various benefits were offered to small scale industries. The three main strategies adopted for the above may be defined as follows: It leads to the emergence of a cohesive global economy. These regulations were with respect to a licensing of imports, b tariff restrictions and c quantitative restrictions. Export promotion towards rationalization of the tariff structure and c. That is relaxing rules and regulations which restrict the growth of the private sector and allowing the private sector to take part in economic activities that were earlier reserved for the government sector. The steps taken for this were: Freedom in deciding the scale of operations c. Removal of restrictions on movement of goods and services. Freedom in fixing prices. Reduction in tax rates and unnecessary controls f. Simplifying procedures for import and exports g. Making it easy to attract foreign capital. Leasing of public enterprises to the private sector. Transfer of management of the public enterprise to the private sector. Adopted a policy of planned disinvestment of the public sector b. It has immediate and direct economic impact on a business. Rate of interest, inflation rate, change in the income of people, monetary policy, price level etc. Economic environment may offer opportunities to a firm or it may put constraints. It includes various social forces such as customs, beliefs, literacy rate, educational levels, lifestyle, values etc. Changes in social environment affect an organization in the long run. Now a days people are paying more attention towards their health, as a result

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of which demand for mineral water, diet coke etc. A businessman must closely monitor the technological changes taking place in the industry as it helps in facing competition and improving quality of the product. For Example, Digital watches in place of traditional watches, artificial fabrics in place of traditional cotton and silk fabrics, booking of railway tickets on internet etc. Changes in political situation also affect business organizations. Ideology of the political party, attitude of government towards business, type of government-single party or coalition government affects the business Example: Bangalore and Hyderabad have become the most popular locations for IT due to supportive political climate. It constitutes the laws and legislations passed by the Government, administrative orders, court judgements, decisions of various commissions and agencies. Businessmen have to act according to various legislations and their knowledge is very necessary. Advertisement of Alcoholic products is prohibited and it is compulsory to give statutory warning on advertisement of cigarettes. New Industrial Policy " Under this the industries have been freed to a large extent from licences and other controls. Efforts have been made to encourage foreign investment. New Trade Policy " The Foreign trade has been freed from the unnecessary control. The age old restrictions have been eliminated. The greatest problem confronting the Indian Govt. Monetary Reform " It is a sort of control policy through which the central bank controls the supply of money with a view to achieving objectives of general economic policy. Capital Market Reforms- The Govt. Dismantling Price control " The govt. Restrictions on the import of these things have also been removed. De-licencing and entry of foreign firms Indian market is increased the level of competition for Indian firms. Rapid Changing Technological Environment: Necessity for Change- After New Industrial. Need for Developing Human Resources: The changing market conditions of today requires people with higher competence and greater commitment, hence there is a need for developing human resources which could increase their effectiveness and efficiency. Earlier selling concept was famous in the market now its place is taken by the marketing concept. Marketing research, educational advertising, after sales services have become more significant. Reduction in budgetary Support to Public Sector: The budgetary support given by the government to the public sector is reducing thus the public sector has to survive and grow by utilising their own resources efficiently. The revision notes covers all important formulas and concepts given in the chapter. Even if you wish to have an overview of a chapter, quick revision notes are here to do if for you. These notes will certainly save your time during stressful exam days.

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Chapter 3 : CBSE 12th Class Business Studies Syllabus

Class 12 Project for Business Studies. Project ONE: ELEMENTS OF BUSINESS ENVIRONMENT 1. Changes witnessed over the last few years on mode of packaging and it's economic.

Features of Business Environment: Business environment includes both specific and general forces. Specific forces include investors, competitors, customers etc. For example, increased awareness of health care has raised the demand for organic food and roasted snacks. For example, a shift of preference from soft drinks to juices will be welcomed as an opportunity by juice making companies while a threat to soft drink manufacturers. Helps in Improving performance: Correct analysis and continuous monitoring of business environment helps an organization in improving its performance. Economic Environment in India: Main features of NEP, are as follows: Only six industries were kept under licensing scheme. The role of public sector was limited only to four industries. Disinvestment was carried out in many public sector enterprises. Automatic permission was given for signing technology agreements with foreign companies. Various benefits were offered to small scale industries. It resulted in addition of Export duty, Reduction of import. Economic environment may offer opportunities to a firm or it may put constraints. For Example, Digital watches in place of traditional watches, artificial fabrics in place of traditional cotton and silk fabrics, booking of railway tickets on internet etc. Ideology of the political party, attitude of government towards business, type of government-single party or coalition government affects the business Example: Bangalore and Hyderabad have become the most popular locations for IT due to supportive political climate. Efforts have been made to encourage foreign investment. The age old restrictions have been eliminated. Restrictions on the import of these things have also been removed. Marketing research, educational advertising, after sales services have become more significant.

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Chapter 4 : CBSE Syllabus for Class 12 Business Studies, Academic Session -

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Differentiate between general and specific environment. What are the features or nature of business environment? Discuss the importance of business environment. What do you mean by threats and opportunities, give example also? Discuss dimensions of Business Environment with 2 examples each. What changes were made in the industrial policy in the recent past? What do you mean by disinvestment? Explain the terms liberalization, globalization and privatization. Discuss the impact of change in government policy on business and industry What is managerial responses to changes in Business Environment? Click here to check extract from new revised NCERT Book Indirect questions Why is it important to understand the environment in shaping the future of business? What are the benefits of understanding the business environment? Shifts in the presence of women in the workforce come under which environment? Identify dimension of business environment related to following situations: Gamma Ltd is a chemical producing company. It has not set up its waste disposal unit. All the chemical waste is thrown in river. What kind of organisational values are ignored by the company? Manager of firm always take in account the business environment while determining the plans of business. Seeing the demand ,few book sellers started charging high price. Identify the point of significance highlighted here. What value is shown by book publishing company and what value is ignored by book sellers Identify the dimension of business environment applicable in different situations.

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Chapter 5 : CBSE Guidelines for Business Studies Project on Elements Of Business Environment

Business Environment Business environment as such is the total of all external forces which affect the organisation and operation of business. 2. Features/Characteristics of Business Environment.

Changes witnessed over the last few years on mode of packaging and its economic impact. The teacher may guide the students to identify the following changes: The changes in transportation of fruits and vegetables such as cardboard crates being used in place of wooden crates, etc. Reasons for above changes. Milk being supplied in glass bottles , later in plastic bags and now in tetra pack and through vending machines. Plastic furniture [doors and stools] gaining preference over wooden furniture. The origin of cardboard and the various stages of changes and growth. Brown paper bags packing to recycled paper bags to plastic bags and cloth bags. Re use of packaging [bottles, jars and tins] to attract customers for their products. The concept of pyramid packaging for milk. Packaging used as means of advertisements. The reasons behind changes in the following: The teacher may guide the students to the times when India sold Coca Cola and Fanta were being manufactured in India by the foreign companies. The students may be asked to enquire about Reasons of stopping the manufacturing of the above mentioned drinks in India THEN. The introduction of Thums up and Campa cola range. Re entry of Coke and introduction of Pepsi in the Indian market. Factors responsible for the change. Other linkages with the above. Leading brands and the company having the highest market share. Different local brands venturing in the Indian market. The rating of the above brands in the market. The survival and reasons of failure in competition with the international brands. Other observations made by the students The teacher may develop the following on the above lines 3. Changing role of the women in the past 25 years relating to joint families, nuclear families, women as a bread earner of the family, changes in the requirement trend of mixers, washing machines, micro wave and standard of living. The changes in the pattern of import and export of different Products. The trend in the changing interest rates and their effect on savings. A study on child labour laws, its implementation and consequences. The state of anti plastic campaign,the law, its effects and implementation. Social factors affecting acceptance and rejection of an identified product. Dish washer, Atta maker, etc What has the effect been on the types of goods and services? The students can take examples like: Washing machines, micro waves, mixers and grinder. Ready to eat food, eating food outside, and tiffin centres. Change in the man-machine ratio with technological advances resulting in change of cost structure. Effect of changes in technological environment on the behaviour of employee.

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Chapter 6 : Business Studies Project on Business Environment

Business studies Class 12 Project 1. Scanned by CamScanner Business Environment Project on child labour Solved Cbse Class 12 Accountancy Full Project.

Metlapp Networks and Technologies Ltd. It has, a large research and development team which invented the first smart watch, named as W The watch besides showing the time, also monitors few health parameters like heart beat, blood pressure etc. While in search of markets abroad, the company found that in India, the reform process was underway with the aim of accelerating the pace of economic growth. The company decided to take advantage of simplified export procedure and removal of quantitative as well as tariff restrictions in India. It set up its office in Jamnagar with a view to capture the Indian market. In a short span of time, the company emerged as a market leader. Success of the company attracted many other players to enter the market. Competition resulted in reduction in prices, thereby benefiting the customers. In the above paragraph, two major concepts related to government policy have been discussed. Identify and explain these concepts. Also, explain briefly any three impacts of these concepts on Indian business and industry. Liberalisation and globalisation are the two major concepts related to government policy that have been discussed. These economic reforms signalled the end of the licence-permit-quota raj and were aimed at liberalising the Indian business and industry from all unnecessary controls and restrictions. Globalisation means the integration of the various economies of the world leading towards the emergence of a cohesive global economy. The three impacts of reforms on Indian business and industry are outlined below: The Indian firms are facing lot of competition due to changes in the rules of industrial licensing and entry of foreign firms. This change is more apparent in the sectors which were earlier reserved for private sector only like banking, insurance, telecommunications, etc. With the easy availability of wider choice in purchasing better quality of goods and services due to high competition consumers have become more aware and demanding. The growing expectations of the consumers has increased the pressure on the business firms. Rapidly changing technological environment: With the entry of new firms which are far more superior in terms of technology the small firms are facing a lot of challenges. Moreover, the firms are constantly involved in innovating new products and upgrading present products with the help of better technologies in order to satisfy the customers demands. Naman and Govind after finishing their graduation under vocational stream decided to start their own travel agency which will book Rail Tickets and Air Tickets on commission basis. They also thought of providing tickets within ten minutes through the use of internet. They discussed the idea with their Professor Mr. He further told them about the technological improvements and shifts in consumer preferences that were taking place and hence they should be aware of the environmental trends and changes which may hinder their business performance. He emphasised on making plans keeping in mind the threat posed by the competitors, so that they can deal with the situation effectively. This alignment of business operations with the business environment will result in better performance. Identify and state the component of business environment highlighted in the above Para. State any two features of business environment as discussed by Professor Mehta with Naman and Govind. Also state two points of importance of business environment as stated by Professor Mehta in the above situation. Technological Environment is the component of business environment highlighted in the above Para. Technological Environment includes forces relating to scientific improvements and innovations which provide new ways of producing goods and services and new methods and techniques of operating a business. The two features of business environment as discussed by Professor Mehta with Naman and Govind are as follows: It is dynamic in nature and keeps on changing due to technological upgradations, shifts in consumer preferences or increase in competition in the market. All the elements of business environment are closely interrelated. Therefore, any change in one element may necessitate corresponding changes in the other elements as well. The two points of importance of business environment as stated by Professor Mehta in the above situation are described below: It enables the firm to identify opportunities and

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getting the first mover advantage: The dynamic business environment provides numerous opportunities for a business to evolve as per the changing needs. Therefore, early identification of the forthcoming opportunities helps an enterprise to be the first to exploit them instead of losing them to the competitors. It helps the firm to identify threats and early warning signals: An awareness about the business environment helps the managers to identify such threats on time and take necessary decisions and action. With changes in the consumption habits of people, Neelesh, who was running a sweet shop, shifted to the chocolate business. On the eve of Diwali, he offered chocolates in attractive packages at reasonable prices. He anticipated huge demand and created a website chocolove. He got a lot of orders online and earned huge profits by selling the chocolate. Identify and explain the dimensions of business environment discussed in the above case. The various dimensions of business environment being referred to in the above case are as follows: A recent rate cut in the interest on loans announced by the banks encouraged Amit, a science student of Progressive School, to take a loan from State Bank of India to experiment and develop cars to be powered by fuel produced from garbage. He developed such a car and exhibited it in the Science Fair organised by the Directorate of Education. He was awarded the first prize for his invention. It comprises of factors that can affect management practices in a business enterprise includes interest rates, inflation rates, changes in disposable income of people, stock market indices and the value of rupee etc. It includes forces relating to scientific improvements and innovations which provide new ways of producing goods and services and new methods and techniques of operating a business. The company started exporting its products to India when the Prime Minister announced relaxation in import duties on electronic items. The company appointed retailers in India who had direct online links with the suppliers to replenish stocks when needed. Political Environment includes political conditions such as general stability and peace in the country and specific attitudes that elected government representatives hold towards business. The company paid good salaries and perks to its employees. The wages were within the paying capacity of the company that provided the employees with a reasonable standard of living. The company also had a good work-culture and the behaviour of superiors was very good towards their subordinates. Beni was very happy in this organisation but due to long working hours, she did not have time to cook her meals. She had to depend upon outside food which was deteriorating her health. She observed that this problem was faced by many of her colleagues, not only in her company but also in many other companies. This was because of increase in the number of working women and non-availability of hygienic home-cooked food. She identified this as a great opportunity and decided to give up her job to supply packaged home-cooked food to office-goers at a reasonable price. At the end of the day, she also distributed the leftover food to the nearby night-shelters. State the dimension of business environment being discussed above. State the principle of management being followed by Fortio. Identify any two values being communicated by the company to society in above case. The dimension of business environment being discussed above is Social. The overall pay and compensation should be fair to both employees and the organization. The employees should be paid fair wages, which should give them at least a reasonable standard of living. At the same time it should be within the paying capacity of the company i. The values being communicated by the company to the society are: Justice Ethical Behaviour Question 7: Ajay came to India to start a new business under the banner Ecom Creations Ltd. He launched a new product in e-learning for senior secondary school students in the commerce stream which already had an established market in the UK and the USA but not in India. His business started flourishing in India. As a result, more Indian companies entered into the market with other subjects also. Identify and quote the lines from the above paragraph which highlight the significance of understanding business environment. The understanding of business environment helps in assisting in planning and policy formulation as its understanding and analysis can be the basis for deciding the future course of action or decision making. It enables the firm to identify opportunities and getting the first mover advantage instead of losing them to its competitors. Ajay came to India. He launched a new product in e-learning for senior secondary school students in the commerce stream which already had an established market in UK and the USA but not in India. As per the directions issued by the Supreme Court, the

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government passed an order to ban the sale of tobacco products within the area of meters of all educational institutions as: Its consumption is injurious to health. People are becoming more conscious about health and fitness. Identify the business environment under three different dimensions by quoting from above paragraph. The various dimensions of business environment being referred to the in the above case are as follows: The court passed an order to ban polythene bags as: These bags create many environmental problems which affect the life of people. Society at large is more concerned about the quality of life. The government decided to give a subsidy to the jute industry in order to promote this business. As a result,“ Innovative techniques are being developed to manufacture jute bags at low rates. Incomes are rising and people can afford to buy these bags. Identify the different dimensions of business environment by quoting lines from the above particulars. The court passed an order that all schools must have water purifiers for the school children as: Society in general is more concerned about the quality of life.

Chapter 7 : Business Studies Class Project Work

Business Studies Class 12 www.nxgvision.com Guidelines for Project Work in Business Studies (PRINCIPLES OF MANAGEMENT) Check document below for CBSE Guidelines given for.

Chapter 8 : Downloads for CBSE Class 12 Business Studies

CBSE Guidelines for Business Studies Project on Elements of Business environment for Class 12 are. The teachers should help the students in selecting any one element of the following.

Chapter 9 : NCERT Class XII Business Studies: Chapter 3 “ Business Environment | AglaSem Schools

Class 12 Accountancy Project(Specific) Ratio Analysis Pidilite CBSE Guidelines for Project Work in Business Studies for Class XII Lovell's Fast Food Class 12 Entrepreneurship Business Plan Project.