

## Section - 4

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Q1 (a) Write down the <sup>Short note</sup> importance of Business Environment?

Ans (a) The term 'Business Environment' is a combination of two words Business and Environment.

(1) Business → Business may be defined as an organised effort by an individual or group of individual engaged in production and supply of goods and services for the profit.

(2) Environment → It is the system in which human being live and they have to adjust themselves according to it.

\* Business Environment! → Business Environment refers to those aspects of the surroundings of business enterprise which affects its operation and determine its effectiveness.

→ Defination! → "The Environment of Business is a greegate of all condition, events, and influensis that surround and affect it."

— Davis Rith.

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