

ID ~~XXXXXXXXXX~~ :- 19 MBA 0003

NAME :- AMAN KALRA

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SECTION - I

I:- Business Environment refers to all the forces such as :-
Social Environment
Economic Environment
Political Environment
Technological Environment
Legal Environment

they all effect the performance of Business organisation . i.e. All External forces which have a impact over the performance of the business is known as Business Environment.

* Internal Environment :-

Events that occurs within an organisation . i.e. the culture , members , events and factors within an organisation which as the ability to influence the decision of an organisation is known as internal Environment.

* External Environment :-

Events that occurs outside the organisation . i.e. factors coming from the outside of

the organization that affects the performance of an organization is known as External Environment.

DIFFERENCE B/w

INTERNAL	EXTERNAL
<ul style="list-style-type: none">• It refers to the forces which is within the company affects its performance.	<ul style="list-style-type: none">• It refers to the forces outside the company affects its performance.
<ul style="list-style-type: none">• Internal Environment affects company only.	<ul style="list-style-type: none">• External Environment affects all companies operating in Industry.
<ul style="list-style-type: none">• It is Controllable	<ul style="list-style-type: none">• It is Uncontrollable
<ul style="list-style-type: none">• It analysis its strength & weakness	<ul style="list-style-type: none">• It analysis its opportunities & threats.