

## 2:- NATURE OF BUSINESS ENVIRONMENT:-

It

consists of all the external forces which affect the functioning or performance of Business enterprise. It includes economic, political, social, Technological and global forces the business enterprise aren't directly influenced by general forces.

For Example:-

- Dynamic Concept.
- Inter-Relationship.
- Effect of Economic System.
- Formulation of Working plans.
- Complicated System.

## \* Concept of BUSINESS ENVIRONMENT:-

The

External forces which influence the Business decisions. They can be Economic, Social, legal, political and Technological forces, These factors ~~are~~ are outside of the control of the business. The business can do a bit little to change them.

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## ↳ LIBERALISATION:-

It is a process where a state lifts all the restrictions on some private individual activities. Liberalisation occurs to something which is used to be banned is no longer banned or when government regulations are relaxed. i.e. It is any method of how to state raises limitations on some private ventures. It befalls when something which was forbidden is no longer forbidden or when government laws are loosened as a whole. In economic reforms liberalisation refers to the economic liberalisation of the country's economic policy initiated in 1991 with the goal of making the economy more market and service oriented and helps in expanding the role of private and foreign investments as a whole.