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## SECTION-2

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### TECHNOLOGICAL ENVIRONMENT:-

It refers to the state of science and technological environment in the country and similar results such as rate of technical progress, institutions and progress of development and application of new technology. For example:- 3G to 4G, New modern Machinery & New technological variations as a whole.

### SOCIAL ENVIRONMENT:-

It refers to the immediate physical and social setting in which people live or in which something develops. It includes the culture that the individual was educated or lives in and the people and institutions with whom they interact. For example:- Values, beliefs, customs and practices of a group of people etc.