

NAME:- AMAN KALRA

ROLLNO:- 1904140700004

29/06/2020

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3 FACTORS AFFECTING BUSINESS ENVIRONMENT :-

1. MACRO ECONOMIC FACTORS:-

Factors that affect the entire economy, not just business like, interest rates, unemployment rates, currency exchange rate, consumer confidence etc.

2. MICRO ECONOMIC FACTORS:-

Factors that affects business. Such as market size, demand, supply, relationships with suppliers & distribution chain such as retail stores that sales products.

3. Social FACTORS:- These are related to general society and social relations that affect business. Such as clothing fashions change with season & current trends towards green construction & organic foods etc.

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FEATURES OF MIXED ECONOMY:-

1. Co-operative Sector:-

The main aim of formation of this sector is that the government can provide financial assistance to co-operative societies involved in Warehousing, agriculture & dairy etc.

2. Social Welfare:-

It aims to reduce the wealth gap in the country and fight the inequalities of our society.

3. Freedom & Control :-

It have the freedom & control to produce goods & products as a whole.

4. Co existence of all sectors:-

All are co-existed in harmony i.e. Private Sector, public Sector & Joint Sector as a whole.