

ANSWER - 2

(A) MICRO - ENVIRONMENT AND
MACRO - ENVIRONMENT :-

MICRO - ENVIRONMENT \Rightarrow MACRO - ENVIRONMENT

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|----------------|------------------|
| ① The company. | ① Demographic. |
| ② Suppliers. | ② economic. |
| ③ Marketing | ③ Natural. |
| ④ Customers. | ④ Technological. |
| ⑤ Competitors. | ⑤ political. |
| ⑥ Publics. | ⑥ Cultural |

⇒ Social Responsibility of Business.

- ① Shareholders.
- ② Employed.
- ③ Consumers.
- ④ Government.
- ⑤ Local Community.
- ⑥ Environmental.
- ⑦ General Public.