

SECTION - 4

ANSWER - 1

(A) Importance of Business Environment. :-

- ① long term growth.
- ② Social Acceptance.
- ③ efficient utilisation of resources.
- ④ Business Change.
- ⑤ Threats detected.
- ⑥ opportunities detected
- ⑦ Weakness detected.
- ⑧ strength detected.
- ⑨

⇒ Significance of Business
Environment :-

- ① Dynamic.
- ② Complex.
- ③ Uncertain.
- ④ Multifaceted.
- ⑤ far-reaching Impact.
- ⑥ Relative.