

Q2 (i) Micro Environment - Micro environment is defined as the nearby environment under which the firm operates. Microenvironment refers to the environment which is in direct contact with the business organization and can affect the routine activities.

(ii) Macro Environment → The general environment with the economy that influence the working performance, decision making strategy of all business group.

→ Social responsibility → Social responsibility is a means of achieving sustainability. Adopting key social responsibility principle such as accountability and transparency can help ensure the long-term viability.