

## Section-2

1. Explain briefly technological environment and social environment.

Ans \* Technical Environment; "Technical environment are those in which organizations produce a product or service that is exchanged in a market such that they are rewarded for effective and efficient performance". These environments foster more rational structures, and in the pure sense are perfect economies.

\* Social environment; The social environment, social context, sociocultural context or milieu refers to the immediate physical and social setting in which people live or in which something happens or develops. It includes the culture that the individual was educated or lives in, and the people and institutions with whom they interact. The interaction may be in person or through communication media, even anonymously or one-way, and may not imply equality of social status.