

Q.3 Ans Globalization is the concept of securing real society economic, political and cultural transformation of the world into real global community. It is considered to be the essential means for securing ~~our~~ sustainable development of all the people of the world. Globalization represents the desire to move from national to a global sphere of economy and political ~~or~~ activity. It seeks to transform the existing international economy system into a unified system of global environment. In the existing international economy are the major players. Globalization is basically both an active process of corporate expansion across border and a structure of cross border facilities and economic linkages that has

been steadily growing and changing.

* The impact of Globalization on the environment is very much interesting and valuable to understand, that is a high content on liberalization, and free trade understanding, and also having an impact on the economic activity of the country or nation. Globalization has also led into a successful import and export system and laying down certain guidelines to it too. Also in a increased collaboration, thus, the impact of ~~of~~ globalization has immensely spread over the environment whether taking in terms of business environment or other external ~~or~~ social environment.

Section - 2

Q.1.

Ans.

Technological Environment has brought about far reaching methods of production, quality of goods, productivity, and as well as packaging. There is a constant technological development taking place. The business firm must constantly monitor the changes in the technology environment, which may have a considerable impact on the working of a business. It also indicates the pace of research and development (R & D) and progress made in introducing modern technology in production.

Technology provides capital intensive but cost effective alternatives to traditional labour-intensive methods. Technology helps to run

the business better.

* Social Environment is basically said to be the social ~~for~~ forces that link to the society basic values, preferences, and behaviour. The basis of this factor is formed by the fact that people are part of a society and cultural group that shape their beliefs and values. Many cultural blunders occur due to the failure of businessmen in understanding foreign cultures. For instance, symbol may carry a negative meaning in another culture. Therefore this is what the social environment is all about.