

EXPERIENTIAL ACTIVITY ON DIMENSIONS OF BUSINESS ENVIRONMENT

Subject	BUSINESS STUDIES
Class	XII
Chapter/Unit	Ch 3/ BUSINESS ENVIRONMENT
Topic	Dimensions of Business Environment
Time	40 mins.
Nature of Activity	Individual

What will I learn (Learning Outcome)?

Identify and comprehend the elements or dimensions affecting Business Environment
Analyzing and evaluating these dimensions and their impact on Business Environment

Skills:

Analyzing, comprehending, evaluating, relating, illustrating.

What I have to do?

Understand the case study and bring out the various dimensions/ elements affecting Business Environment

What do I require?

Case study, NCERT Book, paper, pen

What do I need to know?

I should have knowledge of the current affairs. What changes are taking place in our daily environment affecting our daily life, business, society, country and the world.

➤ Teacher's Activity

Business Environment means the sum total of individuals, institutions and other forces that are outside the control of a business enterprise but that may affect its performance.

Case study will be discussed: the students will be asked to identify the different dimensions of business environment by quoting the lines from the given case study:

- The court passed an order to ban polythene bags as
- (i) The bags are creating many environment problems which affect the life of people in general.
 - (ii) Society in general is more concerned about quality of life.
- The government decided to give subsidy to jute industry to promote this business.
- (iii) Innovative techniques are being developed to manufacture jute bags at low rates.
 - (iv) Incomes are rising and people can afford to buy these bags.

How will I proceed?

➤ Student's Activity

I will analyze the case study and identify the following dimensions:

- (1) Legal environment: The court passed an order to ban polythene bags.
- (2) Social environment: The bags are creating many environmental problems which affect the life of people in general. Social in general is more concerned about quality of life.
- (3) Political environment: The government decided to give subsidy to jute industry to promote this business.
- (4) Technological environment: Innovative techniques are being developed to manufacture jute bags at low rates.
- (5) Economic environment: Incomes are rising and people can afford to buy these bags.

What have I observed?

S. No.	Dimensions of Business Environment	Examples of Environment
1	Social Environment	
2	Technological Environment	
3	Economic Environment	
4	Political Environment	
5	Legal Environment	

What have I learnt?

Importance of business environment

- enables the firm **to identify opportunities** and **getting the first mover advantage**.
- helps the firm to **identify threats** and early **warning signals**.
- helps in **tapping useful resources**.
- helps in **coping with rapid changes**.
- helps in **assisting in planning and policy formulation**
- helps in **improving performance**.

What am I curious to learn?

How does business cope up with different changes affecting its environment?

Let me evaluate myself

Q.1. Which environment prohibits the advertisement of alcoholic beverages?

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Q.2. 'Demand for reservation in jobs for minorities refers to an example of key component of general environment of business. Name this component.

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Q.3. Mr. Vikas after completing MBA from UK comes to India to start a new business under the banner Ecom Tech. Ltd. He launches a new product in e-learning for senior secondary school students in commerce stream, which already has an established market in UK and USA but not in India. His business starts flourishing in India. Now more Indian companies entered into the market with other subject also.

Identify and quote the line from above para which highlight the significance of understanding business environment.

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Q.4.. With change in the consumption habit of people, Rakesh, who was running a sweet shop shifted to chocolate business. On the eve of Diwali he offered chocolate in attractive packages at reasonable price. He anticipated huge demand and created a website choco.com for taking order online. He got lots of orders online and earned huge profit by selling chocolates. Identify and explain the dimensions of business environment discussed in the above case.

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Q.5. As per the directions issued by the Supreme Court, the government passed an order to ban the sale of tobacco products within the area of 200 meters of all educational institution, as its consumption is injurious to health. People are becoming more conscious about health and fitness. This indicates the government's attitude towards this business.

Identify the business environment under three different dimensions by quoting lines from the above .

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