

# DOWNLOAD PDF PROJECT ON BUSINESS ENVIRONMENT FOR CLASS 12 CBSE

## Chapter 1 : Business Studies Class Project Work

*Description Features. Based on CBSE guidelines: Our project material covers complete CBSE guidelines.. Full of photographs and diagrams. Quality Content. Full Specification. Name: Business Studies Project on Business Environment on topic Soft Drink Industry for Class 12, CBSE (Topic- 2 as per CBSE guidelines).*

Features of Business Environment: Business environment includes both specific and general forces. Specific forces include investors, competitors, customers etc. For example, increased awareness of health care has raised the demand for organic food and roasted snacks. For example, a shift of preference from soft drinks to juices will be welcomed as an opportunity by juice making companies while a threat to soft drink manufacturers. Helps in Improving performance: Correct analysis and continuous monitoring of business environment helps an organization in improving its performance. Economic Environment in India: Main features of NEP, are as follows: Only six industries were kept under licensing scheme. The role of public sector was limited only to four industries. Disinvestment was carried out in many public sector enterprises. Automatic permission was given for signing technology agreements with foreign companies. Various benefits were offered to small scale industries. It resulted in addition of Export duty, Reduction of import. Economic environment may offer opportunities to a firm or it may put constraints. For Example, Digital watches in place of traditional watches, artificial fabrics in place of traditional cotton and silk fabrics, booking of railway tickets on internet etc. Ideology of the political party, attitude of government towards business, type of government-single party or coalition government affects the business Example: Bangalore and Hyderabad have become the most popular locations for IT due to supportive political climate. Efforts have been made to encourage foreign investment. The age old restrictions have been eliminated. Restrictions on the import of these things have also been removed. Marketing research, educational advertising, after sales services have become more significant.

# DOWNLOAD PDF PROJECT ON BUSINESS ENVIRONMENT FOR CLASS 12 CBSE

## Chapter 2 : CBSE Class Previous year Business Studies question papers - Education Today News

*This project work contains all the necessary information for class 12 accountancy project This Project Contains two part. They are as follows.*

These companies issued a number of press statements and conducted many publicity campaigns in India claiming that their beverages were perfectly safe. CSE, in turn, criticised the expert committees findings and said that 11 of Coke and Pepsi drinks contained average pesticide levels that were 24 times higher than the limits agreed by the Indian government. However, the pesticide controversy adversely affected the sales of both Coke and Pepsi as consumers started watching their diet more closely. Organic food products suddenly became popular as the healthier option. By definition, organic means fruits, vegetables, foodgrains and processed products that have been produced with no pesticide or inorganic fertilisers. Meanwhile the soft drinks giants have been continuously advertising and trying to convince the consumers about the safety of their products. The Pepsi Cola controversy raises an interesting question: Why are soft drinks giants, Coca-Cola and Pepsico putting in so much effort on publicity campaigns in India after the decline in their sales? The answer lies in the fact that their success is dependent not merely on their internal management, but also on many external forces as, for example, decisions and actions of governments, consumers, other business firms and even non-government organisations NGOs like CSE. In this chapter, we shall identify certain important external forces or environmental conditions and their impact on the operations of business enterprises. Thus, the economic, social, political, technological and other forces which operate outside a business enterprise are part of its environment. So also, the individual consumers or competing enterprises as well as the governments, consumer groups, competitors, courts, media and other institutions working outside an enterprise constitute its environment. The important point is that these individuals, institutions and forces are likely to influence the performance of a business enterprise although they happen to exist outside its boundaries. Increase in taxes by government can make things expensive to buy. Technological improvements may render existing products obsolete. Political uncertainty may create fear in the minds of investors. Changes in fashions and tastes of consumers may shift demand in the market from existing products to new ones. Increased competition in the market may reduce profit margins of firms. On the basis of the foregoing discussion, it can be said business environment, has the following features: Business environment is the sum total of all things external to business firms and, as such, is aggregative in nature. Business environment includes both specific and general forces. Specific forces such as investors, customers, competitors and suppliers affect individual enterprises directly and immediately in their day-to-day working. General forces such as social, political, legal and technological conditions have impact on all business enterprises and thus may affect an individual firm only indirectly. Different elements or parts of business environment are closely inter-related. For example, increased life expectancy of people and increased awareness for health care have increased the demand for many health products and services like diet Coke, fat-free cooking oil, and health resorts. Business environment is dynamic in that it keeps on changing whether in terms of technological improvement, shifts in consumer preferences or entry of new competition in the market. Business environment is largely uncertain as it is very difficult to predict future happenings, especially when environment changes are taking place too frequently as in the case of information technology or fashion industries. Since business environment consists of numerous interrelated and dynamic conditions or forces which arise from different sources, it becomes difficult to comprehend at once what exactly constitutes a given environment. In other words, environment is a complex phenomenon that is relatively easier to understand in parts but difficult to grasp in its totality. For example, it may be difficult to know the extent of the relative impact of the social, economic, political, technological or legal factors on change in demand of a product in the market. Business environment is a relative concept since it differs from country to country and even region to region. Similarly, demand for sarees may be fairly high in India whereas it may be almost non-existent in France. Importance of

Business Environment Just like human beings, business enterprises do not exist in isolation. Each business firm is not an island unto itself; it exists, survives and grows within the context of the element and forces of its environment. While an individual firm is able to do little to change or control these forces, it has no alternative to responding or adapting according to them. A good understanding of environment by business managers enables them not only to identify and evaluate, but also to react to the forces external to their firms. The importance of business environment and its understanding by managers can be appreciated if we consider the following facts: Opportunities refer to the positive external trends or changes that will help a firm to improve its performance. Environment provides numerous opportunities for business success. Early identification of opportunities helps an enterprise to be the first to exploit them instead of losing them to competitors. For example, Maruti Udyog became the leader in the small car market because it was the first to recognise the need for small cars in an environment of rising petroleum prices and a large middle class population in India. Besides opportunities, environment happens to be the source of many threats. Environmental awareness can help managers to identify various threats on time and serve as an early warning signal. For example, if an Indian firm finds that a foreign multinational is entering the Indian market with new substitutes, it should act as a warning signal. On the basis of this information, the Indian firms can prepare themselves to meet the threat by adopting such measures as improving the quality of the product, reducing cost of the production, engaging in aggressive advertising, and so on. Environment is a source of various resources for running a business. To engage in any type of activity, a business enterprise assembles various resources called inputs like finance, machines, raw materials, power and water, labour, etc. They decide to provide these resources with their own expectations to get something in return from the enterprise. The business enterprise supplies the environment with its outputs such as goods and services for customers, payment of taxes to government, return on financial investment to investors and so on. Because the enterprise depends on the environment as a source of inputs or resources and as an outlet for outputs, it only makes sense that the enterprise designs policies that allow it to get the resources that it needs so that it can convert those resources into outputs that the environment desires. This can be done better by understanding what the environment has to offer. It is not the fact of change itself that is so important as the pace of change. All sizes and all types of enterprises are facing increasingly dynamic environment. In order to effectively cope with these significant changes, managers must understand and examine the environment and develop suitable courses of action. Since environment is a source of both opportunities and threats for a business enterprise, its understanding and analysis can be the basis for deciding the future course of action planning or training guidelines for decision making policy. For instance, entry of new players in the market, which means more competition may make an enterprise think afresh about how to deal with the situation. The final reason for understanding business environment relates to whether or not it really makes a difference in the performance of an enterprise. The answer is that it does appear to make a difference. Many studies reveal that the future of an enterprise is closely bound up with what is happening in the environment. And, the enterprises that continuously monitor their environment and adopt suitable business practices are the ones which not only improve their present performance but also continue to succeed in the market for a longer period. Dimensions of Business Environment Dimensions of, or the factors constituting the business environment include economic, social, technological, political and legal conditions which are considered relevant for decision-making and improving the performance of an enterprise. In contrast to the specific environment, these factors explain the general environment which mostly influences many enterprises at the same time. However, management of every enterprise can benefit from being aware of these dimensions instead of being disinterested in them. For instance, scientific research has discovered a technology that makes it possible to produce an energy efficient light bulb that lasts at least twenty times as long as a standard bulb. Senior managers in the lighting divisions at General Electric and Phillips recognised that this discovery had the potential to significantly affect their unit growth and profitability, So they have carefully followed the progress on this research and profitably used its findings. A brief Components of Economic Environment Existing structure of the economy in terms of

relative role of private and public sectors. The rates of growth of GNP and per capita income at current and constant prices Rates of saving and investment Volume of imports and exports of different items Balance of payments and changes in foreign exchange reserves Agricultural and industrial production trends Expansion of transportation and communication facilities Money supply in the economy Public debt internal and external Planned outlay in private and public sectors discussion of the various factors constituting the general environment of business is given below: Interest rates, inflation rates, changes in disposable income of people, stock market indices and the value of rupee are some of the economic factors that can affect management practices in a business enterprise. Short and long term interest rates significantly affect the demand for product and services. For example, in case of construction companies and automobile manufacturers, low longer-term rates are beneficial because they result in increased spending by consumers for buying homes and cars on borrowed money. Similarly, a rise in the disposable income of people due to increase in the gross domestic product of a country creates increasing demand for products. High inflation rates generally result in constraints on business enterprises as they increase the various costs of business such as the purchase of raw materials or machinery and payment of wages and salaries to employees. Analyse their impact on the working of business enterprises. Traditions define social practices that have lasted for decades or even centuries. For example, the celebration of Diwali, Id, Christmas, and Guru Parv in India provides significant financial opportunities for greetings card companies, sweets or confectionery manufacturers, tailoring outlets and many other related business. Values refer to concepts that a society holds in high esteem. In India, individual freedom, social justice, equality of opportunity and national integration are examples of major values cherished by all of us. Social trends present various opportunities and threats to business enterprises. For example, the health-and-fitness trend has become popular among large number of urban dwellers. This has created a demand for products like organic food, diet soft drinks, gyms, bottled mineral water and food supplements. This trend has, however, harmed business in other industries like dairy processing, tobacco and liquor. Technological environment includes forces relating to scientific improvements and innovations which provide new ways of producing goods and services and new methods and techniques of operating a business. Find out the changes in their consumption habits over the last five years. Analyse the impact of these changes on the working of business enterprises. Similarly, retailers have direct links with suppliers who replenish stocks when needed. Manufacturers have flexible manufacturing systems. Airline companies have Internet and World Wide Web pages where customers can look for flight times, destinations and fares and book their tickets online. In addition, continuing innovations in different scientific and engineering fields such as lasers, robotics, biotechnology, food preservatives, medicine, telecommunication and synthetic fuels have provided numerous opportunities and threats for many different enterprises. Shifts in demand from vacuum tubes to transistors, from steam locomotives to diesel and electric engines, from fountain pens to ballpoint, from propeller airplanes to jets, and from typewriters to computer based word processors, have all been responsible and creating new business. Political environment includes political conditions such as general stability and peace in the country and specific attitudes that elected government representatives hold towards business. The significance of political conditions in business success lies in the predictability of business activities under stable political conditions. On the other hand, there may be uncertainty of business activities due to political unrest and threats to law and order. Political stability, Major Elements of Political Environment The Constitution of the country Prevailing political system The degree of politicisation of business and economic issues Dominant ideologies and values of major political parties The nature and profile of political leadership and thinking of political personalities The level of political morality Political institutions like the government and allied agencies Political ideology and practices of the ruling party The extent and nature of government intervention in business The nature of relationship of our country with foreign countries thus, builds up confidence among business people to invest in the long term projects for the growth of the economy. Political instability can shake that confidence. Similarly, the attitudes of government officials towards business may have either positive or negative impact upon business. For example, even after opening up of our economy in , foreign

## **DOWNLOAD PDF PROJECT ON BUSINESS ENVIRONMENT FOR CLASS 12 CBSE**

companies found it extremely difficult to cut through the bureaucratic red tape to get permits for doing business in India. Sometimes, it took months to process even their application for the purpose. As a result these companies were discouraged from investing in our country. The situation has improved over time.

# DOWNLOAD PDF PROJECT ON BUSINESS ENVIRONMENT FOR CLASS 12 CBSE

## Chapter 3 : Download Business Environment Projects | Free Business Environment Projects

*Project for class 12 of part 2 environment in hindi. So see this video and like my channel and subscribe and if u have any problem so comment on this video.*

Differentiate between general and specific environment. What are the features or nature of business environment? Discuss the importance of business environment. What do you mean by threats and opportunities, give example also? Discuss dimensions of Business Environment with 2 examples each. What changes were made in the industrial policy in the recent past? What do you mean by disinvestment? Explain the terms liberalization, globalization and privatization. Discuss the impact of change in government policy on business and industry What is managerial responses to changes in Business Environment? Click here to check extract from new revised NCERT Book Indirect questions Why is it important to understand the environment in shaping the future of business? What are the benefits of understanding the business environment? Shifts in the presence of women in the workforce come under which environment? Identify dimension of business environment related to following situations: Gamma Ltd is a chemical producing company. It has not set up its waste disposal unit. All the chemical waste is thrown in river. What kind of organisational values are ignored by the company? Manager of firm always take in account the business environment while determining the plans of business. Seeing the demand ,few book sellers started charging high price. Identify the point of significance highlighted here. What value is shown by book publishing company and what value is ignored by book sellers Identify the dimension of business environment applicable in different situations.

# DOWNLOAD PDF PROJECT ON BUSINESS ENVIRONMENT FOR CLASS 12 CBSE

## Chapter 4 : Business Studies Class Ch-3(Business Environment)

*Check document below for CBSE Guidelines given for Project work Check the sample of project made on Marketing Management Powered by Cincopa Video Hosting solution.*

What do you understand by business environment? The economic, social, political, technological and other forces, which operate outside the business enterprise are part of its environment. Why it is important for business enterprises to understand their environment? It is important for business organisations to understand their environment because of the following reasons. Early identification of opportunities helps an enterprise to use it before instead of losing them to competitors. To engage in any type of activity, a business enterprise assembles various resources called inputs. This can be done better by understanding what the environment has to offer. In order to effectively cope with these significant changes, managers must understand and examine the environment and develop suitable courses of action. Mention the various dimensions of business environment. It is important for the management of every enterprise to obey the law of land and for this, enough of knowledge of rules, and regulations framed by the government is a pre-requisite for better performance. Briefly explain the following a Liberalisation c Globalisation Ans: The three important features of New Economic Policy, a Liberalisation Under the new economic policy of , the economic reforms that were introduced aimed at liberalising the Indian business and industry from all unnecessary controls and restrictions. They signalled the end of the licence-permit quota raj. Till , India had a policy which strictly regulated imports in value and volume terms. After , the reforms aimed at import liberalisation. Briefly discuss the impact of Government policy changes on business and industry. The rapidly changing technological environment creates tough challenges before smaller firms. Hence, the need for developing human resources emerged. Now, due to increasing competition and more demanding customers firms have to study and analyse the market first and produce goods accordingly. Now, they have to generate their own resources and be more efficient in order to survive and grow. Long Answer Type Questions 1. How would you characterise business environment? Explain with examples, the difference between general and specific environment. Features of business environment i Totality of External Forces Business environment is aggregative in nature as it is the sum total of all things external to business firms. It keeps on changing. Sometimes there is a change in technology, tastes and preference of consumer etc. It is highly uncertain and unpredictable. Environment and they are inter-related and dynamic in nature. Therefore, it becomes very difficult to understand them as a whole. Difference between Specific and General Environment There are two types of forces operating in business environment specific and general. Specific forces affect the individual enterprises directly and immediately, e. General forces affect the firms and only indirectly e. How would you argue that the success of a business enterprise is significantly influenced by its environment? Importance of business environment i It Enables the firm to Identify Opportunities and Getting the First Mover Advantage Environment provides numerous opportunities for business success. Early identification of opportunities helps an enterprise to be the first to exploit them instead of loosing them to competitors, e. Environmental awareness can help managers to identify various threats on time and serve as an early warning signals e. In order to arrange for the best possible resources, better understanding of the environment becomes important. There are many changes taking place in the environment and at a fast speed. In order to effectively cope with these changes, managers must understand and examine the environment and develop suitable courses of action. Explain with examples, the various dimensions of business environment. In business terms, these values translate into freedom of choice in the market. Example Because of technological advancement, it has become possible to book railway tickets through internet from home, office etc. It is only of use when a business enterprise can predict its business activities under stable political conditions. Major elements of political environment are a The constitution of the country b The nature and profile of political leadership and thinking of political personalities c Political ideology and practices of the ruling party. Example After the NEP of , due to

## DOWNLOAD PDF PROJECT ON BUSINESS ENVIRONMENT FOR CLASS 12 CBSE

globalisation the foreign companies started coming to India, but due to the bureaucratic red tape it became difficult for them to cut through it to do business here. As a result, these companies were discouraged in our country regarding investments. The situation has improved overtime. It is imperative for the management of every enterprise to obey the law of the land. Therefore, an adequate knowledge of rules and regulations framed by the government is a pre-requisite for better business performance. What economic changes were initiated by the Government under the Industrial Policy, 1947? What impact have these changes made on business and industry? Economic changes initiated by the government under the Industrial Policy, 1947

- i The government reduced the number of industries under compulsory licensing to six. It was now limited only to four industries of strategic importance. The Indian corporate sector has come face-to-face with several challenges due to government policy changes. Some of them are
- i Increasing Competition The competition has increased due to entry of new players privatisation and globalisation. Increased competition in the market gives the customers wider choice in purchasing better quality of goods and services. The new market conditions require people with higher competence and greater commitment. Hence, the need for developing human resources. In a fast changing world, there was a shift to market orientation. The firms had to study and analyse the market first and produce goods accordingly. What are the essential features of a Liberalisation.

# DOWNLOAD PDF PROJECT ON BUSINESS ENVIRONMENT FOR CLASS 12 CBSE

## Chapter 5 : Downloads for CBSE Class 12 Business Studies

*Organize your team's projects and work in one place. Elevate your team by improving process and productivity. Get your team on a trial of Asana today. If you go with the economic environment, in that sphere you can prepare a project on a certain business that is largely affected by GST. If you go.*

Changes witnessed over the last few years on mode of packaging and its economic impact. The teacher may guide the students to identify the following changes: The changes in transportation of fruits and vegetables such as cardboard crates being used in place of wooden crates, etc. Reasons for above changes. Milk being supplied in glass bottles , later in plastic bags and now in tetra pack and through vending machines. Plastic furniture [doors and stools] gaining preference over wooden furniture. The origin of cardboard and the various stages of changes and growth. Brown paper bags packing to recycled paper bags to plastic bags and cloth bags. Re use of packaging [bottles, jars and tins] to attract customers for their products. The concept of pyramid packaging for milk. Packaging used as means of advertisements. The reasons behind changes in the following: The teacher may guide the students to the times when India sold Coca Cola and Fanta were being manufactured in India by the foreign companies. The students may be asked to enquire about Reasons of stopping the manufacturing of the above mentioned drinks in India THEN. The introduction of Thums up and Campa cola range. Re entry of Coke and introduction of Pepsi in the Indian market. Factors responsible for the change. Other linkages with the above. Leading brands and the company having the highest market share. Different local brands venturing in the Indian market. The rating of the above brands in the market. The survival and reasons of failure in competition with the international brands. Other observations made by the students The teacher may develop the following on the above lines 3. Changing role of the women in the past 25 years relating to joint families, nuclear families, women as a bread earner of the family, changes in the requirement trend of mixers, washing machines, micro wave and standard of living. The changes in the pattern of import and export of different Products. The trend in the changing interest rates and their effect on savings. A study on child labour laws, its implementation and consequences. The state of anti plastic campaign, the law, its effects and implementation. Social factors affecting acceptance and rejection of an identified product. Dish washer, Atta maker, etc What has the effect been on the types of goods and services? The students can take examples like: Washing machines, micro waves, mixers and grinder. Ready to eat food, eating food outside, and tiffin centres. Change in the man-machine ratio with technological advances resulting in change of cost structure. Effect of changes in technological environment on the behaviour of employee.

# DOWNLOAD PDF PROJECT ON BUSINESS ENVIRONMENT FOR CLASS 12 CBSE

## Chapter 6 : Business Studies Project on Business Environment

*Download Business Studies Project of Class 12th Strictly according to the latest rules and regulations of CBSE for free. Slideshare uses cookies to improve functionality and performance, and to provide you with relevant advertising.*

Banking sector reforms led to attractive deposit avenues, easier credit terms, better service and above all an effective and reliable banking system. Due to changes in economic and fiscal policies, entry for financial institutions and banks in stock trading became easier. The following form a part of the social environment: They should study the social traits of the area before moving in that area otherwise the cost of ignoring the taste, preference, customs, traditions taboos of the society could be very high. Vicks Vaporub is a popular pain balm. If it is used as a mosquito repellent in some tropical areas due to sheer ignorance, the adverse effects can be very severe. Therefore due to this slogan, the product failed to pick up. Equal pay to men and women for equal work performed. When there is an increase in middle class families, there is a continuous demand for various consumer goods and they also influence investment in the corporate sector. Explain briefly five ways in which Indian managers are responding to changes in the business environment. Sample paper €” 5 marks - V. Important for Yr Board. Following are the ways in which companies are responding to change in business environment. Mergers, acquisition, takeovers, amalgamations MATA are a common feature of post liberalized economy. The purpose of these acquisitions and mergers were to achieve entry, dominance in the market, access to technology, etc. Consolidation of Multinational. Due to liberalisation policy, many multinationals have entered India through joint ventures. For example General Motors entered through a joint venture with Hindustan Motors. Multinationals are also entering the core sectors of the Indian economy. Many companies increased their expenditure to enhance their brands. For example heavy expenditure was incurred on launching of Korean brands such as Hyundai, LG, Samsung, etc. Indian companies are also doing likewise. This has increased the selling cost of Indian companies more than foreign company because a large amount is being spent on advertisement. Capital Structures Capital structure of companies has changed more to equity than debt. This is because in the past equity was dominant but thanks to crooks in the stock markets, they have shaken the investors confidence by so many false new issues in the past, companies now have to rely more on debt than equity. Indian companies such as Reliance have also started moving towards global market for equity and debt capital.

## Chapter 7 : Important Questions class 12 Business Studies

*Class 12 Project for Business Studies. Project ONE: ELEMENTS OF BUSINESS ENVIRONMENT 1. Changes witnessed over the last few years on mode of packaging and it's economic.*

## Chapter 8 : CBSE Class 12 Business Studies - Business Environment

*MyCBSEguide provides solved papers, board question papers, revision notes and NCERT solutions for CBSE class 12 Business Studies. The topics included are Nature and Significance of Management, Principles of Management, Business Environment, Planning, Organising, Staffing, Directing, Controlling, Financial Management, Financial Markets.*

## Chapter 9 : Chapter 3 - Business Environment (Class Notes), BST, Class 12, CBSE | EduRev Notes

*The environment of business is a sum total of natural, economic, social, and political and other forces, which constitute the surrounding of business. A study of business environment is very useful to anticipate opportunities and to plan resources to exploit these opportunities successfully.*