



# ***JAGATPUR P.G COLLEGE***

***AFFILIATED MAHATMA GANDHI KASHI  
VIDYAPITH, VARANASI***



***M.COM 2<sup>nd</sup> SEMESTER***

***SUBJECT- COMMERCE***

***NAME OF PAPER- BUESSIN ENVIRONMENT***

***TOPIC- INDIAN BUSINESS ENVIRONMENT***

***E-CONTENT***

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***DR. SUSHIL KUMAR CHAURASIA***

# ***SIGNIFICANCE OF THE STUDY OF BUSINESS ENVIRONMENT***

- 1. First Mover Advantage*
- 2. Warning Signal*
- 3. To Frame Policies*
- 4. TO Ensure Optimum Utilization of Resources*
- 5. Reputation of the Company*
- 6. Corporate Planning and Business Policy  
Decisions*
- 7. To Find out Threats and explore Opportunities of  
Business*
- 8. To Adjust with Technological Advancements*
- 9. To Analyze External Factors*
- 10. Knowledge of Internal Environment*
- 11. To Understand International Events, Pressures and Impacts*
- 12. Improving Performance*
- 13. Brand Building*
- 14. Other Benefits*

# ***INDIAN BUSINESS ENVIRONMENT***

*1. Business Environment In Pro-independence*

*India*

*2. Business Environment in Post-independence*

*India*

# *PRESENT BUSINESS ENVIRONMENT*

- 1. Growing Robustly*
- 2. Strong Fundamentals of Indian Economy*
  - A. Savings and Investment*
  - B. Service Sector*
  - C. Energy, Infrastructure and Communications*
  - D. Human Development*
  - E. Agriculture*
  - F. Industry*
  - G. Domestic Inflation*
  - H. Capital Market*
  - I. India's Corporation*
- 3. I.T. Sector*
- 4. Other High Potential Sectors*
- 5. Strong External Sector*
  - A. Increase in Foreign Investment*
  - B. India's Balance of Payments*
  - C. Foreign exchange reserves*
  - D. External Debt*

# ***GROWTH CONSTRAINTS AND PROBLEMS***

*(A) Remaining Growth Constraints*

*a. Infrastructure*

*b. Labour Regulations*

*c. Fiscal Deficit*

*d. Financial Sector*

*e. Other Constraints*

*(B) Private Industry Remains Underdeveloped*

# *QUESTIONS*

*Long Answer :*

- 1. Write an essay on present business environment of India and give suggestions for strengthening business environment in India.*

*Short Answer:*

- 2. What is the present business environment in India?*

# *REFERENCE*

- *Dr. V. C. Sinha & Dr. Ritika Sinha*
- *PUBLICATION- SBPD PUBLICATIONS*



*THANK YOU*