



## **MARKETING ENVIRONMENT**

**Subject : Business Economics**

**Course : B.A., 2nd Semester,  
Undergraduate**

**Paper No. : 204**

**Paper Title : Marketing Management**

**Unit No. : 1**

**& Title : UNDERSTANDING THE  
BASICS**

**Lecture No. : 2 (Second)**

**& Title : MARKETING  
ENVIRONMENT**

## **Credits**

### **Subject Co-ordinator:**

Dr. V. Chari  
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### **Subject Expert**

Dr. Rachna Gandhi  
Asst. Prof.  
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### **On Screen Presenter**

Sharan Taneja

### **General Asst.**

Ishwar Maratha

### **Editing**

Dhara Shah

### **Multimedia**

Gaurang Sondarva

**Camera**

Mukesh Soni

**Prod. Asst. & Editing Concept**

Mukesh Soni

**Floor Assistants**

Hemant Upadhyay

**Technical Assistants**

Smita Bhatt

Archana Patel

**Technician**

Mukesh Soni

**HELPER**

Ambalal Thakore

**Graphic Artist & Animator**

Dilip Dave

Dhara Shah

**Producer**

Dinesh Goswami

## **SUMMARY**

Business environment keeps constantly changing because of the changes in its micro and macro factors. Due to this, a company has to monitor these forces and analyze their impact of the performance of the company from time to time. Macro-environment of the business includes political, economic, socio-cultural, technological, demographic and natural forces called the PESTEL analysis. At the same time, it is also necessary to understand the industry competition.