

ASSIGNMENT

Q1. Briefly describe two important recent changes in the remote environment of Indian business in each of the following areas.

- a) Economic
- b) Social
- c) Political
- d) Technological
- e) Ecological

Q2. Describe two major environmental changes that you expect to have a major impact on the whole sale food industry in the next 10 years.

Q3. Many firms neglect industry analysis. When does this hurt them? When does it not?