



SNS College of Technology



23BAT606 –SOCIAL PURPOSE OF THE FIRM

Unit III :Social, cultural
environment, their impact on
business operations

Presented by
Dr.S.Senthil kumar
AP / MBA

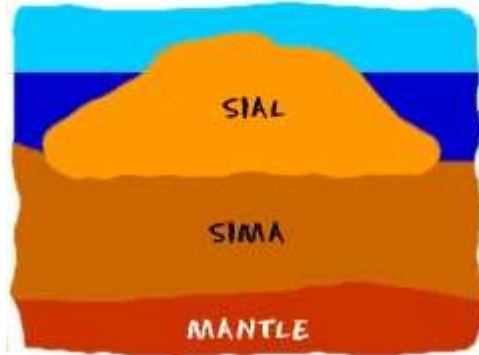




Guess What?



SO





Recall

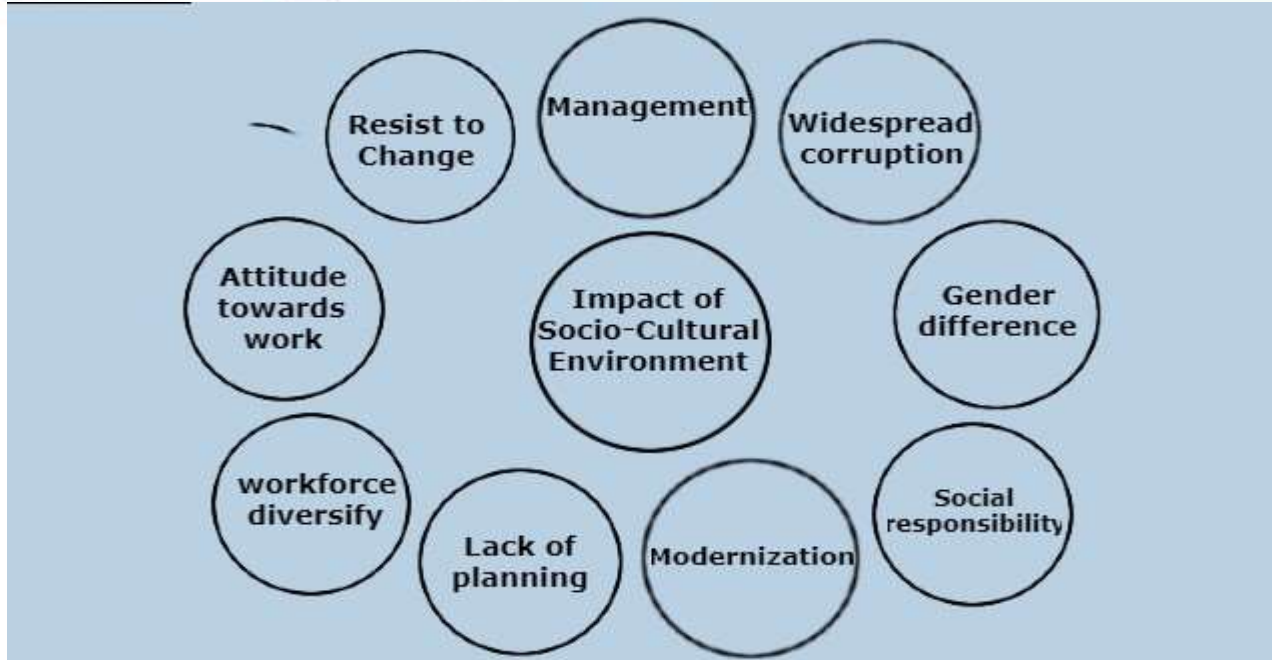


- Impact of Socio Culture
- Environmental Factors
- Examples
- Activities





Impacts





(ii) Socio-Cultural Environment:

- Influence exercised by social and cultural factors, not within the control of business, is known as the Socio-Cultural Environment.
- These factors include:
 1. attitude of people to work,
 2. family system,
 3. religion,
 4. education,
 5. marriage etc.





Assessment

- Which is not a component of specific forces of the business environment?
 - Customers
 - **Technological conditions**
 - Investors
 - Employees



Summary



- Meaning
- Impact of Business
- Flow chart
- Assessments



References



https://www.brainkart.com/article/Socio-Cultural-Environment-and-their-Impact-on-Business-Operations_7417/



*Thank
you*



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