



# 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

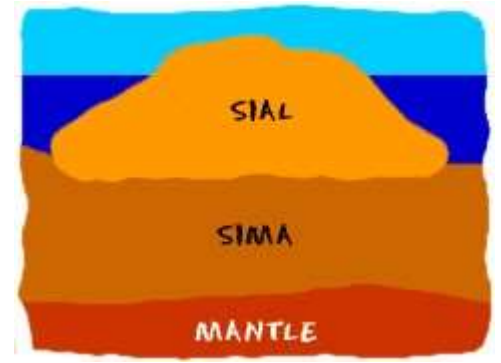




# Guess What?



SO





# Recall



- Impact of Business Operation
- Practices
- Examples
- Activities





# Impacts



**Business operations refer to the activities and tasks that organizations use to produce goods and services.**



## (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://tinyurl.com/2sfx8mta>





*Thank  
you*



**snsinstitutions**