

MAY 2011

P/ID 6014/MBP

Time : Three hours

Maximum : 80 marks

PART A — (8 × 5 = 40 marks)
Answer any EIGHT questions.
All questions carry equal marks.

1. State the importance of a good business policy.
2. Define a Strategy. State the characteristics of a strategy.
3. How do you classify Business policies?
4. Explain social Audit.
5. What are the methods of Environmental search and analysis?
6. How are the Strategies activated?
7. What do you understand by MBO?
8. Discuss the components of MBE.
9. Briefly explain what is meant by socio cultural environment.
10. How are policies framed? Discuss the mechanism of formulating a policy.

11. Discuss the merits of Social Responsibility.
12. Explain the term “Corporate Strategy”.

PART B — (4 × 10 = 40 marks)
Answer any FOUR questions.
All questions carry equal marks.

13. Briefly explain the Ethical environment.
14. Explain why business is considered as a social system.
15. Explain the functions and importance of corporate strategy.
16. Mention the important factors that influence the capability of an organisation in the following functional areas:
(a) Finance (b) Operations (c) Personnel
(d) Marketing.
17. Explain offensive and defensive strategies of some Indian companies with examples.
18. Discuss the various “Corporate Social Responsibility” activities done by companies in India.