

**MAY 2012**

**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.

Each answer should not exceed 1 page.

1. Explain the importance of corporate policies.
2. What are the elements of business environment?
3. Define social audit.
4. Explain the types of functional policies.
5. What are the social responsibilities of business towards the community?
6. Point out the basic objectives of business.
7. Explain the different types of policies with example.
8. What are all the various threats and opportunities of international business, activities?
9. Define the term M.B.O.

10. Discuss the social environment of business.
11. Discuss the role of government in business.
12. Describe the procedure in conducting social audit.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

13. Bring out the importance and different aspects of corporate strategy.
14. Critically analyse the industrial licensing policy of India.
15. Describe the steps involved in man power planning with an illustration.
16. Explain in detail any two macro environment factors that influence the business strategy.
17. Is foreign capital a necessary evil? Outline the features of government policy towards foreign capital.
18. Explain the procedures and rules of M.B.E.