

MAY 2013

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. What is business policy?
2. Write a note on FDI policy in India.
3. Who is a supplier?
4. What is opportunity for international activity?
5. What is business ethics?
6. What is social audit?
7. What is MBE?
8. What is policy?
9. What is manpower planning?
10. What is financial policy?
11. Write the corporate strategy of a public sector unit.
12. What is capital procurement?

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

13. Mention the objectives of a business with illustrations.
 14. Discuss international environment for textile business in India.
 15. Explain the social responsibility of a private business.
 16. What are the different types of policies? Explain.
 17. What is defensive strategy? Explain with illustrations.
 18. Discuss marketing policies of FMCG sector in India, with suitable illustrations.
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