

MAY 2011

P/ID 37514/PBAP

Time : Three hours

Maximum : 80 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What is a business? Explain the objectives of business.
2. Evaluate the opportunities for International Business.
3. Explain the social responsibility of employees in business.
4. Write notes on the ethics in business.
5. How can delegation of authority contribute to effective strategic management?
6. What are the different types of policies?
7. State the importance of man power planning in business.
8. Why is it so important to integrate intuition and analysis in strategic management?

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. How often do you think the business vision and mission should be changed? Also explain the influence of environmental factors of business.
10. Explain the concept of social audit.
11. Explain how would you motivate managers and employees to implement a major new strategy.
12. State the importance and process of M.B.O.
13. How are the SWOT matrix, SPACE matrix, BCG matrix, IE matrix, and grand strategy matrix similar? How are they different?
14. Strategy evaluation allows an organization to take a proactive stand toward shaping its own future – Comment on this statement.

PART C — (1 × 15 = 15 marks)

Compulsory.

15. Case Study.

Strategy determines the survival of the organisation. Assume that you are the manager of a business firm would favour this statement or not. Justify your answer.