

MAY 2014

**P/ID 77514/PMBP/
PMB1P**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the basic social obligations of business enterprises?
2. Why are formal objectives necessary to be set for every organisation? How are goals actually set?
3. Discuss the nature of environmental analysis required for strategy formulation.
4. Write notes on business ethics.
5. What are the social responsibility of employers?
6. Examine the different types of policies.
7. Explain about financial policies with examples.
8. Differentiate oral and written policy.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Write an essay on environmental features influencing business.
10. Explain in detail about social audit.
11. Discuss fully the scope and limitations of corporate policy in foreign collaborations.
12. Explain in detail about development of business policy. Also explain about elements and implementation of business policy.
13. Discuss the basic considerations to be kept in view while formulating policy with regard to the variety of products to be offered for sale.
14. Discuss the role and importance of human resource development in the effective implementation of corporate strategies.
15. Describe the procedures for determining the worth of business.
16. Write detailed note on mixed economy system.

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PART C — (1 × 20 = 20 marks)

Compulsory

17. Case Study

XYZ is a newly formulated business organisation it is a consumer durable product organisation. It has very high competition in the market. Device a launch strategy for marketing the product. Also chart out a plan to compete with leaders.

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