

MAY 2015

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

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. How can the strengths and weaknesses of an organisation be measured?
2. Explain the characteristics of Indian Business Men.
3. Define and differentiate between M.B.O and M.B.E.
4. What do you understand by corporate sickness?
5. What is a strategy?
6. Explain the focus strategy.
7. What is CSR?
8. What do you understand by 'Corporate culture'?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Briefly discuss the alternative routes to diversifications and explain different types of mergers giving examples.
10. List some benefits of strategy and explain how they are useful to companies?
11. Do you think that functional strategies are important for a business organisations?
12. Explain the various steps involved in the mergers and acquisition deals. Give suitable examples.
13. Explain the methods and techniques used in strategic control.
14. Define and differentiate between Rural Marketing Strategy and Urban Marketing Strategy for a same product.

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15. List out the Business policy in various Economic Systems?
16. Discuss the important marketing policies in a business?

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. What are the major factors, which are necessary to match the structure of the organisation with the needs of the strategy?
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