

MAY 2012

**P/ID 37514/PBAP**

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Time : Three hours

Maximum : 80 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What is business? Explain its objectives in detail.
2. Explain the nature and characteristics of Indian businessmen.
3. Highlight the impact of economic environment over business.
4. Why are executives of successful large enterprises more often found to be inclined to follow growth strategies?
5. Explain the major considerations governing the make or buy decisions.
6. Explain the basic consideration in formulating policy with regard to be variety of products to be offered for sale.

7. Explain the functions and importance of corporate strategy.
8. 'Policy on recruitment begins with an assessment of the implications of internal and external recruitment' – Elucidate the statement.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Discuss the basic social obligations of business enterprises.
10. Why are formal objectives necessary to be set for every organisation? How are goals actually set? Explain.
11. Discuss the nature and importance of social accounting and social audit in view of the growing concern for social responsibilities of business.
12. Describe the nature of environmental analysis required for strategy formulation.
13. Discuss the significance of the following factors in the choice of strategy.
  - (a) Managerial attitude towards risk
  - (b) Intra organisational forces and managerial power relation.
  - (c) Managerial perception of external power relations.

14. Explain the pros and cons of alternative pricing policies based on the costs of production and distribution.

PART C — (1 × 15 = 15 marks)

Compulsory

15. Zenith Corporation, manufactures of plumbing supplies, has for years sold its through plumbing wholesalers to plumbers. The company is well known in the trade circles but was never advertised to consumers one of its best product line is high-quality, well styled towel sacks, soap dishes, and similar fixtures, to share in the growing, “do-it-yourself” market, the company now wants also to sell this fixture line to homeowners who may like install the fixture themselves without the help of a plumber.

Questions :

- (a) What channel of distribution should the company use to reach this new market?
- (b) What major hurdles will have to be overcome in marketing fixtures to the new consumers?