

MAY 2013

P/ID 77804/PMBSK

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What is ethical environment? Explain briefly.
2. Bring out the various dimensions of social responsibility.
3. Explain how policies are framed.
4. What is 'management by exception'?
5. State the objectives of a good pricing policy.
6. How centralized purchasing differ from localized purchasing?
7. What is cognitive dissonance?
8. Explain the concept of strategy.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain the environmental appraisal of opportunity and threats. Bring out its scope.
10. Write a note on :
 - (a) Capitalist Economy system.
 - (b) Mixed Economy system.
11. Discuss the steps involved in MBO process.
12. Explain the essentials of a good packaging policy.
13. What are the financial, legal and human considerations involved in the merger? Explain them briefly.
14. Explain 'BCG matrix'.
15. Explain the major aspects of strategy implementation process.
16. What are the essential characteristics of a mission statement? What are the different ways in which a mission statement can be formulated?

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Do you agree with the statement “A company should go in for available internal skills and a policy of promotion from within always”. – Justify your answer.
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