

MAY 2014

P/ID 77804/PMBSK

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the objectives of modern business.
2. What do you mean by social audit?
3. What are unethical practices?
4. Differentiate between policy and strategy.
5. What is MBO?
6. Explain 'Man power planning'.
7. What is strategic surveillance?
8. State the merits and demerits of growth strategy.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the impact of technology on society.
10. Elucidate the arguments against social responsibility.

11. Explain the various kinds of business policies.
12. Discuss the factors affecting the financial policy of a company.
13. Explain the global policy innovations in detail.
14. How does an organisation identify alternative courses of action for its survival and growth?
15. Write an explanatory note on 'Directional policy matrix' model of strategic analysis.
16. What do you mean by business environment? Discuss the nature of environmental analysis for strategy formulation.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. With appropriate example, critically evaluate how far the 7-S framework is helpful for organisations operating in the liberalised Indian context?
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