

MAY 2015

P/ID 77804/PMBSK

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is need for business policy?
2. Write short notes on BCG matrix.
3. What do you mean by Strategy? Why is it important?
4. Write short notes on growth strategy.
5. Define social audit. Why is it important.
6. Write short note on strategy evaluation.
7. Briefly describe the mixed economy system.
8. Explain the scope of business ethics.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the process of business planning.
10. How brand image helps in brand extensions for a company?

11. Discuss the factors which influence strategic choice.
12. Briefly enumerate the elements of business policy.
13. Discuss diversification strategy in detail.
14. Explain the environmental appraisal of Opportunity and Threats. Brings out its scope.
15. Discuss the functional issues involved in strategic implementation.
16. Briefly explain the various steps involved in the merger and acquisition.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Discuss about HR strategy adopted by IT Industry in the current scenario.
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