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Reg. No.....

Name.....

M.Com. DEGREE EXAMINATION, FEBRUARY 2021

Third Semester

Faculty of Commerce

Branch—Management

Paper XV—BUSINESS POLICY

(For Private Registration—Regular/Supplementary/Mercy Chance)

[Non-CSS College Going (2004—2011) Admissions—Special Mercy Chance Examination]

Time : Three Hours

Maximum : 75 Marks

Section A

Answer all questions.

Each question carries 2 marks.

1. What is the term mission ?
2. Define Strategy.
3. What is SWOT Analysis ?
4. What is meant by Retrenchment ?
5. What is meant by Turnaround Strategy ?
6. What is Internal Analysis ?
7. Define Concentric Diversification ?
8. What is BCG Matrix ?
9. Who are the participants in Strategic Evaluation ?
10. What is CSR ?

(10 × 2 = 20 marks)

Section B

Answer any five questions.

Each question carries 5 marks.

11. Explain the importance of Business Policy ?
12. Discuss the role of objectives in Strategic Management.

Turn over

13. What are the important approaches to Environmental Scanning ?
14. What is the purpose of doing competitor analysis ?
15. What is the scope of Social Responsibility in Strategic Management ?
16. What are the four alternatives Corporate Level Strategy ?
17. Discuss the factors which influence the Indian firms to Internationalisations ?
18. Explain the process of Strategic Choice ?

(5 × 5 = 25 marks)

Section C

*Answer any one questions.
The question carries 10 marks.*

19. What are the obstacles to globalisation faced by Indian Companies ?
20. Explain the different components of Environment.

(1 × 10 = 10 marks)

Section D

*Answer any one questions.
The question carries 20 marks.*

21. What are the major Corporate Level and Business Level Strategic Analysis Techniques ?
22. What are the Important Foreign Market Entry Strategies.

(1 × 20 = 20 marks)