

Total no of Pages: 2

Register Number:

6750

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, 2011

(THREE YEAR PROGRAMME)

(THIRD YEAR)

(PAPER-XVII)

310. BUSINESS POLICY AND STRATEGIC MANAGEMENT

Dec.)

(Time: 3 Hours)

Maximum: 75 Marks

SECTION-A

(5×3=15)

Answer any FIVE questions
All questions carry equal marks

1. Define
 - a) Business policy
 - b) Policy administration
 - c) Corporate strategies
 - d) Diversification
 - e) Social auditor
 - f) Conglomerate merger
 - g) Strategic control
 - h) Product diversification

SECTION-B

(3×10=30)

Answer any THREE questions
All questions carry equal marks

2. Explain the origin of business policy
3. Analyze the role of Government in business.
4. What is portfolio analysis?
5. Explain the concept and classification of product diversification.
6. Explain the characteristic of strategic plan.

SECTION-C

(1×15=15)

Answer any ONE question

7. Elucidate the impact of technology for strategy formulation.
8. Write the detailed essay on social responsibility of business.
9. What are the key areas in developing strategies

SECTION-D

(1×15=15)

(Compulsory)
Case study

10. Explain the strategies for International operations in the current Era?

ikpHhf;fk;

qFip-m

vitnaDk; le;J tpdhf;fSf;F tpil jUf
midj;J tpdhf;fSf;Fk; rk kjpg;bgz;fs;

(5×3=15)

1. m) thzpgf; bfhs;ifj; jpl;l';fs;
M) nfhl;ghL eph;thfk;
,) epWk cj;jpfs;
<) gutyhf;fy;
c) rKjhaj; jzpf;ifahsh;fs;
C) gy;epWtdfyg; gpizt[
v) bray;jpwf; fl;Lg;ghL
V) bghUs; gutyhf;fy;

gFip-M

(3×10=30)

vitnaDk; _d;W tpdhf;fSf;F tpilasp
midj;J tpdhf;fSf;Fk; rk kjpg;bgz;fs;

2. thzpfk; njhd;wpa bfhs;ifj; jpl;l';ij tpthp
3. thzpgj;jpy; murpd; g';fpidf; TWf
4. KjyPl;Lr; brhj;Jf;fs; mikg;gpil Ma;t[bra;jy; vd;why; vd;d?
5. bghUs; gutyhf;fypd; fUj;Jiu kw;Wk; gFg;gha;t[jd;ikia tpthp
6. bra;jpwd; jpl;lkplypd; rpwg;gpay;g[fis tpthp

gFip-

(1×15=15)

VnjDk; xU tpdhtpw;F tpilaspf;ft[k;

7. bra;jpwdpd; cUthf;fj;jpw;F bjhHpy; El;g nkk;ghl;od; jhf;fj;jpid tpthp.
8. tzpfj;jpd; rKjhag; bghWg;g[fis tpthpf;f
9. bra;jpwdid cUthf;Ftjpy; cs;s Kf;fpa g';F fhuz';fis tpthp

gFjp-<

(1×15=15)

fl;lha tpdh

10. jw;fhy gd;dhl;L bray;ghLfspy; ifahsg;gLk; cj;jpfis tpsf;Ff

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