

2008

COMMERCE

*(Business Environment and
Strategic Management)*

PAPER—VI

Full Marks : 100

Time : 4 hours

The figures in the right-hand margin indicate marks

*Candidates are required to give their answers in their
own words as far as practicable*

Illustrate the answers wherever necessary

FIRST HALF

(Business Environment)

[Marks : 50]

**Answer Q. No. 1 and any other two from
the rest taking one from each Group**

(Turn Over)

1. Answer any *four* of the following:

5 × 4

(a) What do you mean by Unfair Trade Practices? Give four examples.

(b) State the provisions made by the IMF under the programme of the General Drawing Rights (GDRs).

(c) State the benefits of buy-back of shares.

(d) Though IMF and World Bank were originated as a result of the Bretton Woods Agreement in 1944, their objectives were different. Explain.

(e) Explain briefly the relationship between business and its environment.

(f) Briefly state the significance of economic environment.

(g) Write a short note on RBI's monetary policy.

(h) Write a short note on EXIM policy.

GROUP—A

Answer any *one* question

2. Explain the techniques of environmental scanning, monitoring and forecasting. State their importance. 9 + 6
3. Explain the important features of the post crisis Industrial policy. How far has it encouraged privatisation? 10 + 5

GROUP—B

Answer any *one* question

4. (a) What is consumerism?
- (b) What are the basic Consumer Rights according to Consumer Protection Act, 1986?
- (c) How does the Consumer Protection Act, 1986 protect the interest of consumers. 3 + 5 + 7
5. (a) State the basic objectives of WTO.
- (b) Critically evaluate the activities of World Bank. 6 + 9

SECOND HALF

(*Strategic Management*)

[*Marks: 50*]

Answer Q. No. 6 and any *two* questions from the rest

6. Answer any *four* of the following: 5 × 4

(a) Discuss briefly the objectives of strategic management.

(b) What do you understand by vision and mission of an organisation ?

(c) Explain the VRIO framework as given by Barney.

(d) How is the priority of issues decided during environmental scanning ?

(e) What do you mean by stability strategy ?

(f) Strategic control is not the same as operational control. Explain.

(g) Corporate Governance is a system that aims at solving the agency problem. Examine the validity of this statement.

(h) Explain the importance of clause 49 and Audit Committee as recommended by Kumar Mangalam Birla Committee on Corporate Governance.

7. (a) How does the business environment affect strategic formulation ?

(b) Discuss the Five Forces model as given by Porter. 6 + 9

8. (a) Explain the meaning of concentration strategies.

(b) Mention the major points of difference between forward integration and backward integration.

(c) Discuss international strategies as a way of expansion. 5 + 4 + 6

9. (a) What do you understand by a Strategic Business Unit?

(b) Explain the role of business level strategy.

(c) Describe Porter's generic business strategies. 4 + 4 + 7

10. (a) State the role of leadership and communication in effective strategic implementation.

(b) Discuss the different stages through which an organisational structure evolves over time.

3 + 3 + 9

