

**2009**

**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* from the following:

5 × 4

(a) Briefly explain the concepts of internal and external environment of a business.

(b) Give the features of a mixed economy.

(c) Write a short note on development banks.

(d) State the main objectives and limitations of environmental analysis.

(e) What rights do consumers enjoy under the Consumer Protection Act, 1986?

(f) What are the criticisms of IMF?

(g) What is the objective of FEMA?

(h) What are the major focus of EXIM policy?

GROUP—A

Answer any *one* question

2. Business and Government are highly interrelated — elaborate the above statement. 15
3. What do you mean by economic reforms? Discuss the various reforms carried out in India as a part of globalisation and liberalisation policies. 15

GROUP—B

Answer any *one* question

4. (a) Whether a company issue shares at a discount?  
(b) What are the provisions of Companies Act relating to issue of sweat equity shares? 7 + 8
5. (a) What are the functions of the W.T.O?  
(b) Briefly state the major W.T.O. Agreements binding on India. 5 + 10

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* ) Environmental scanning is vital for strategic formulation. Elucidate the statement.

( *b* ) Balanced scorecard is a uniquely different tool for organisational appraisal compared to the traditional measures. Explain.

( *c* ) What do you understand by premise control and special alert control ?

( *d* ) Do you think that a sound corporate governance system in a company helps it to improve its performance ? Give reasons.

(e) Explain briefly the process of strategic implementation.

(f) Discuss 'focus' as a generic strategy.

(g) State the different factors that affect strategic choice.

(h) 'In strategic implementation deployment of resources plays the most crucial role.' Do you agree? Give reasons.

7. (a) What do you understand by portfolio analysis?

(b) BCG matrix is a simple tool for corporate portfolio analysis. Elaborate the statement. 5 + 10

8. (a) What do you understand by SWOT analysis?

(b) How does the value chain analysis help in organisational appraisal? Discuss. 6 + 9

9. (a) Define the term 'strategy'.

(b) What do you understand by Strategic Business Unit (SBU) ?

(c) Briefly discuss the strategic management process. 4 + 3 + 8

10. (a) Explain the different kinds of retrenchment strategy.

(b) Do you think that strategy and structure are interrelated? Give reasons. 10 + 5