

2007

COMMERCE

**(Business Environment and
Strategic Management)**

PAPER-VI

Full Marks : 100

Time : 4 hours

The figures in the right-hand margin indicate full 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. I and any other *two* from the rest taking *one* from each Group.

Answer any *four* of the following :

5x4

- (a) Write a brief note on techniques of forecasting.
- (b) Describe a mixed economy.
- (c) Define the various concepts of deficits under fiscal management.
- (d) Write a short note on development banks.

- (e) State the salient features of CPA, 1986.
- (f) Write a short notes on 'Illegal Association' (under the Companies Act, 1956).
- (g) Briefly explain the objectives of and reasons for FEMA, 1999.
- (h) "The rule of 'survival of the fittest theory' is being applied to SSI units in the regime of WTO"-Discuss this statement in the light of WTO agreements.

Group-A

Answer any *one* questions.

- 2. Give the reasons behind the economic crisis of 1991 in the Indian context. Briefly discuss the various aspects of structural adjustment process undertaken thereafter.
5+10
- 3. Why was public sector more emphasised in the early plan period ? Do you think that the role of public sector is gradually diminishing?
5+10

Group--B

Answer any *one* question.

- 4. (a) State the differences between Monopolistic Trade Practices and Restrictive Trade Practices.
- (b) Give a brief outline on MRTP Commission under MRTP Act, 1969.
6+9

- S. (a) Why do you support buyback of shares?
- (b) State the **regulations** on 'buyback of shares' in Indian **Scenario**.
- (c) What are the main limitations of buy-back of shares ?
- 4+6+5

Second Half

Strategic Management)

[Marks : 50]

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

6. Answer any *four* of the following : 5x4
- (a) What do you understand by SWOT Analysis ? Give an **example**.
- (b) "Core competencies have the capability to provide long=**term sustainable** advantage." Elucidate the statement.
- (c) Explain the different levels at which strategy is formulated.
- (d) Discuss, in brief, the relevance of business environment in strategy formulation.
- (e) Why is a business level strategy also known as a competitive strategy?
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- (f) What do you mean by environmental scanning?
- (g) Discuss, in brief, the various reasons behind mergers and acquisitions by Indian Companies.
- (h) Describe different types of strategic control.

7. (a) **Explain the meaning of 'strategy'.**
- (b) **Describe in details the process of strategic management.** 4+11
8. (a) What do you understand by Value Chain Analysis ?
Does it help **in gaining** a competitive advantage ?
- (b) Write a short note on benchmarking'. 6+5+4
9. (a) **Discuss the meaning of corporate portfolio analysis.**
- (b) "The BCG Model helps the management to assign the best strategy to each of its business segments on products." In this regard, explain the BCG model. 5+10
10. (a) "Corporate Governance is considered to be a system by which corporate -entities are directed and controlled." In this. respect, explain the term 'Corporate Governance'.
- (b) **Discuss the role of non-executive directors in promoting good corporate governance.** 9+6