

M.A. DEGREE EXAMINATION, APRIL 2019
II Year III Semester
BUSINESS POLICY AND STRATEGIC MANAGEMENT

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Business
2. Technology
3. Business ethics
4. Social responsibility
5. Strategy
6. Policy
7. Rules
8. Procedures
9. Manpower planning
10. Product policy
11. Communication system.
12. Social audit

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Explain the objectives of business.
14. Explain the problems in social audit
15. Explain the types of strategies.
16. Explain marketing policies.
17. Explain communication system.
18. Explain about purchase policies.
19. Explain about BCG matrix.

Section C ($3 \times 10 = 30$) Marks**PART - A - Case Study - Compulsory Question**

20. TISCO spends Rs38 crore per annum on community services in and around Jamshedpur, the city of its plant site. Suggest the strategies relevance of these activity

PART - B

Answer any **TWO** questions

- 21. Explain the elements of business policy.
- 22. Explain Swot analysis
- 23. Explain technology sector.
- 24. Explain the advantages of strategies.

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