

2015

MBA

Paper : 1.2

**BUSINESS ENVIRONMENT & STRATEGIC
MANAGEMENT**

Full Marks : 70

Time : 3 hours

The figures in the margin indicate full marks for the questions

I. Answer any five from the following :2 marks each (2 × 5 = 10)

1. What do understand by command economy?
2. What do you understand by departmental undertakings?
3. What is strategic business unit?
4. What is a differentiation strategy?
5. What is cost leadership strategy?
6. What is the difference between merger and acquisition?

II. Answer any five from the following : (4 × 5 = 20)

1. Explain the different modes of strategic decision making.
2. Explain the types of strategy control.
3. What are the various stages of turnaround processes? Explain each of them.

4. Discuss the classifications of economic system.
 5. Discuss any two practices which are deemed to be restrictive trade practices.
 6. Which is an enterprise considered to abuse its dominant position in the market?
- III. Answer any five from the following : 8 mark each (8 × 5 = 40)
1. What are the various factors that affect the business environment ? Explain each of them with example.
 2. What is money market? Explain all the components of money market. 1 + 7
 3. What are the components of strategic management? Explain each of them elaborately.
 4. What do you understand by competitive advantage? Suggest ways of sustaining a competitive advantage. 2 + 6
 5. Discuss mergers and acquisitions with suitable examples? Explain the different types of merger with example. 4 + 4
 6. Explain the different measures through which corporate control can be established. What are the various ways through which ownership structure of a company can be changed? 4 + 4