

2018
MBA
MBA : 1.2
**BUSINESS ENVIRONMENT AND
STRATEGIC MANAGEMENT**
Full Marks:70
Time :3 hours

The figures in the margin indicates full marks for the questions :

Section A

Answer any 5 questions

2x5=10

1. What is internal environment ?
2. What do you mean by marketing intermediaries ?
3. What is centralized planning ?
4. What do you mean by institutional set up ?
5. What do you mean by appropriate technology?
6. What do you mean by balance of payment ?
7. What is the meaning of export ?

Section B

Answer any 5 questions

5x4=20

1. Write the importance of strategic management?
2. What is business level strategy ? Explain ?
3. Differentiate between public sector and private sector ?
4. Discuss about the cooperatives in India ?
5. Explain the concept of FDI (Foreign Direct Investment) with reference to India?
6. Discuss the money market ?

Section C

Answer any 3 questions

3x8=24

Write short notes on

1. Strategic analysis
2. Generic competitive strategies
3. Turnaround management
4. Joint ventures,
5. Mergers and Acquisition
6. Gaining and sustaining competitive advantage

Section D

compulsory questions

16

1. The MNC's give Indian citizens jobs. They get lucrative salaries, for which they pay taxes. The tax empowers the government which uses that money to develop the country.

In the above statement

(a) What do you mean by MNC ?

2

(b) Elaborate the above statement ?

6

2. Discuss EXIM policy in India ?

8
