

2023

Time - 3 hours

Full Marks - 80

*Answer all groups as per instructions.
Figures in the right hand margin indicate marks.*

GROUP – A

1. Answer all questions and fill in the blanks as required. [1 × 12
- (a) _____ are the ways an individual expects all people to act, when faced with a given situation.
- (b) _____ is the constellation of likes, dislikes, viewpoints, prejudices and association patterns that determines a person's view of the world.
- (c) _____ is a hypothesis concerning the nature of the objects more particularly one's judgment of the probability regarding their nature.
- (d) _____ proposes that one should act in such a way that produces the greatest goods for the greatest number of people.
- (e) The principle _____ is based on the belief that each human being is entitled to act in a certain way.

2. Answer any eight of the following questions within two to three sentences each. [2 x 8]
- (a) Define a good corporate citizen.
 - (b) What is situation ethics ?
 - (c) Who are the recipients of intended ethical action ?
 - (d) What are the different modes of strategic decision making ?
 - (e) What are the levels of strategy ?
 - (f) What are the four pillars of strategic thinking ?

GROUP - B

- (f) _____ refers to the system of moral principles and rules of the conduct applied to the business.
- (g) Policy is a _____ plan.
- (h) _____ is employed at and relates to lower level management, short term definite and uniform duration.
- (i) What is the full form of PESTLE analysis ?
- (j) _____ decision is a major choice of actions concerning allocation of resources and contribution to the achievement of organisational objectives.
- (k) Golden handshake is a part of _____ strategy.
- (l) _____ section of Companies Act, 2013 deals with CSR.

- (g) What are the four key strategy questions the Drivers Model answers ?
- (h) What is a TOWS matrix ?
- (i) What are the components of generic business strategy ?
- (j) What do you mean by core competencies ?

GROUP - C

3. Answer any eight of the following questions within 75 words each. [3 × 8]
- (a) What are the differences between efficiency and effectiveness ?
- (b) What are the social responsibility of business towards shareholders ?
- (c) What are the needs for social audit ?
- (d) What do you mean by code of ethics ?
- (e) Differentiate between policy and strategy.
- (f) State the nine essential components of a mission statement.
- (g) What is competition analysis ?
- (h) Bring out the advantages of portfolio analysis.
- (i) When is divestment strategy adopted ?
- (j) State the importance of strategy evaluation.

GROUP – D

Answer all questions within 500 words each.

4. "There cannot be a single objective of a business. Objectives are in fact multiple and sometimes contradictory to each other." Explain. [7]

OR

Describe the importance and implication of beliefs and values for sustainable business.

5. Explain the concept, objectives and the need for social audit. [7]

OR

Discuss different ethical theories and its implementation in business.

6. "Strategy of a company is partly proactive and partly reactive." Explain. [7]

OR

Exemplify how the Environmental Analysis of an organisation is carried out ?

7. What are the different strategic alternatives before a strategist to choose from and how choice is made ? [7]

OR

Discuss the different issues in strategy implementation.