

[2]

8. Examine the impact of globalisation on industry structure.
9. What do you mean by strategic management ? Briefly explain the nature and steps involved in strategic management.
10. Write short notes. (Answer any TWO) :
 - (a) BCG Matrix.
 - (b) SWOT Analysis.
 - (c) Transactional vs Transformational Leader.
 - (d) Strategic Control.



IV - S - M.A. - (PMIR) - P - 401.4 - (BESM)

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2024

Full Marks - 100

Time - As in the Programme

Each question carries as equal mark.

Answer any FIVE questions.

1. Discuss briefly the nature and components of the business environment.
2. What is meant by social responsibilities of business ? Discuss the views in favour of and against social responsibilities of the business.
3. Explain the procedure for carrying out a complaint under the MRTP Act.
4. What is Environmental Scanning ? Write about its underlying factors.
5. Briefly explain the various methods involved in the strategic formulation process.
6. Discuss the factors which contribute to the growing concern of business towards corporate social responsibilities.
7. Examine porters five forces model. Give an example.

[P.T.O...]