

2009-2010
M.COM. (III SEMESTER) EXAMINATION
BUSINESS POLICY
(CMM-9003)

Maximum Marks: 70

Duration: Two Hours

Answer all the questions, selecting one from each question set.
Marks are assigned against each question.

1. Define various levels of strategy at which it operates in the light of objectives and goals of the business unit. 23

OR

Discuss the approaches to strategic decision making in the context of mission objectives and goals.

2. Define the concept of environment and its components. 23

OR

Write short notes on the following:

- (a) Strategic advantage and Diagnosis analysis
- (b) Organizational Appraisal

3. What are the basic differences among the concepts: Merger, acquisition, take over and joint strategies. Explain with suitable examples. 24

OR

Under what circumstances disinvestment and liquidation strategies are adopted by the organization. Illustrate with suitable examples.