

2008-2009  
M.COM. (III SEMESTER) EXAMINATION  
BUSINESS POLICY  
(CMM-9003)

Maximum Marks: 70

Duration: Two Hours.

Answer the following three questions, selecting one from each set.  
All questions carry equal marks.

1. Distinguish clearly between objective, mission and purpose. What are the main characteristics of organizational objectives? Briefly examine the implications of succession, displacement and distortion of objectives.

OR

What do you mean by Strategic Business Unit? Briefly describe the steps involved in strategic management process. Also point out the major types of strategies.

2. Discuss, in detail, the concept, components and managerial rationale of environment.

OR

Write lucid notes on:

- (a) Environmental scanning and appraisal procedure, and
- (b) Significance of business diagnosis.

3. "Turnaround management is essential for Indian public sector enterprises." Explain and illustrate. Suggest a suitable strategy for turnaround management of manufacturing industries of our country.

OR

- (a) What do you mean by Mergers? How are mergers different from divestment and liquidation? Describe.
- (b) Write an explanatory note on diversification and modernization.