

2010-2011
M.COM. (III SEMESTER) EXAMINATION
BUSINESS POLICY
(CMM – 9003)

Maximum Marks: 70

Duration: Two Hours

- Note: (i) Answer all the questions, selecting one from each question set.
(ii) Marks are assigned against each question.

1. Discuss the importance of mission and vision statements in organization. What happens when there is a clash between the two? Illustrate with reference to specific examples from the corporate world. 24

OR

Write an explaining note on strategic business units.

2. Define socio cultural environment. What factors constitute socio cultural environment? Explain each one of them. 23

OR

Write notes:

(a) Environment scanning

(b) Strategic advantage

3. Define strategy formulation. Explain the strategy framework for analyzing competition. 23

OR

What conditions favour horizontal-integration as against vertical? Illustrate your answer with examples.

(a) What does...