

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BHMCT (Sem.-6)
BUSINESS POLICY & ENVIRONMENT
Subject Code : BH-308
M.Code : 14565

Date of Examination : 16-05-2024

Time : 3 Hrs.

Max. Marks : 30

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying ONE mark each.
2. SECTION-B contains FIVE questions carrying 2½ (Two and Half) marks each and students has to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying FIVE marks each and students has to attempt any TWO questions.

SECTION- A

1. Write short notes :

- i. Social Environment
- ii. Internal Analysis
- iii. SEBI
- iv. PESTEL Analysis
- v. Bankruptcy
- vi. Organizational Objectives
- vii. Globalization
- viii. Non-Structural Issues
- ix. Policy vs Strategy
- x. SWOT Analysis

SECTION-B

2. What is strategic planning and why it is important?
3. Describe the key steps involved in the strategic management process.
4. Explain the significance of conducting a corporate analysis.
5. What does MRTTP stand for, and what was the main objective of the MRTTP Act 1969?
6. Discuss the role of government policies in addressing environmental issues.

SECTION-C

7. Explain legal dimension of business environment and What legal considerations should businesses take into account when expanding into new markets or launching new products?
8. Outline the major provisions in the Consumer Protection Act of 1986, and how does it keep consumers safe in India?
9. What are the potential benefits and challenges for businesses operating in a globalized environment?

NOTE : Disclosure of Identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC case against the Student.

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SECTION- A

1. Write short notes:

- a) Sick industrial company
- b) Ecology issues
- c) Role of strategic management
- d) MRTP Act 1969
- e) Non-structural issues
- f) Nature of a policy
- g) Environmental issues
- h) Forecasting
- i) Strategic implications
- j) Privatization

SECTION-B

2. Discuss the Special Provision Act of 1985.
3. Elucidate the important elements of Trade Policy.
4. Explain various strategy review and controls.
5. Explain SWOT analysis
6. Discuss various dimensions of business environment.

SECTION-C

7. Explain various processes of policy formulation with the help of flow chart.
8. Discuss different trade policy reforms and globalization regulations.
9. Discuss the significance of Consumer Protection Act 1986.

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SECTION- A

1. Write short notes:

- a. ETOP Analysis
- b. SWOT Analysis
- c. Role of strategic management in Marketing.
- d. Policy vs. Strategy
- e. Strategy Implementation
- f. Monopoly
- g. Bankruptcy
- h. SICA, 1985
- i. National Consumer Disputes Redressal Commission (NCDRC).
- j. BCG Matrix.

SECTION - B

2. Describe the key steps involved in the strategic management process.
3. Explain the steps involved in the strategic planning process.
4. What are the potential benefits and challenges for businesses operating in a globalized environment?
5. Why is it important for companies to regularly check if their plans are working?
6. How does tech advancements create opportunities and threats in the business environment?

SECTION - C

7. What are the key provisions of the Consumer Protection Act, 1986 and how does it protect consumer rights in India?
8. What is privatization and what motivates governments to privatize state-owned enterprises? How does the privatization process affect various industries and businesses?
9. When conducting environmental analysis, what specific external and internal factors should organizations consider and how do these factors influence strategic decision-making?

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