

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2019

Course: Business Policy and Strategy
Program: BBA LLB/Corporate Law) BIFT&IT/)
Course Code: CLNL3001

Semester: Vth
Time: 03 hrs.
Max. Marks: 100

Instructions:

Attempt **all questions** from **Section A** (each carrying 1x 10 mark=10 marks); any **Five Questions** from **Section B** (each carrying 5x4 marks= 20 marks), any **Four Questions** from **Section C** (each carrying 4x5 marks=20 marks). **Section D** (50 x10 marks)

Section A

1.	1. Which of these requires a firm to establish annual objectives, policies and allocate resources? a. Strategy formulation b. Strategy implementation c. Strategy evaluation d. Strategy manipulation	1	CO1
	2. _____ are the individuals who are most responsible for the success or failure of an organization. a. Strategist b. Consultant c. Operatives d. Ethics officers	1	CO4
	3. The business has a duty to serve society in general as well as the financial interests of stockholders known as _____ a. Corporate Governance b. CSR c. Business Formulation, d. None of these.	1	CO1
	4. _____ refers to a collection of methods for both internal and external environment of the business. a. Business analysis b. Situation analysis c. Marketing plan d. None of these	1	CO1
	5. SWOT analysis: _____	1	CO4
	6. A good vision is inspiring and ambitious. (YES/NO)	1	CO3
		1	CO2

	7. A mission statement defines organization's purpose. (YES/NO)	1	CO1
	8. Centralized and comprehensive scanning are the main types of environmental scanning. (YES/NO)	1	CO5
	9. Balanced integration strategy is simply a combination of forward and backward integrations. (YES/NO)		
	10. Mergers and acquisitions are commonly used with corporate, business and international strategies. (YES/NO)	1	CO4
SECTION B (Attempt any 5 questions)			
1	Define Mission Statement.	4	CO1
2.	What is CSR?	4	CO1
3	Define Merger.	4	CO3
4	What is backward integration?	4	CO4
5	Write main components of external environment.	4	CO5
6	What is strategic decision in business?	4	CO5
SECTION C (Attempt any 4 questions)			
1.	Differentiate between corporate governance and corporate social responsibility.	5	CO2
2.	How passion and creativity relate to vision statement?	5	CO1
3.	How do you differentiate your observation from AMUL and Cadbury's chocolate market in India?	5	CO4
4.	Differentiate two main components of environment.	5	CO3
5	Differentiate between merger and acquisition.	5	CO4
SECTION D			
1.	Corporate Capability Profile. Give examples.	10	CO5
2.	CSR activities of TATA group.	10	CO2
3.	Review your Organization (any of your choice) with Vision, Mission & Values.	15	CO1
4	Highlight the SWOT analysis of AMUL India. How company can achieve a dominant global position in international market?	15	CO2