

Madras University

M.B.A Business Policy and strategy management

MBA (Distance education) Question paper

MAY 2010 P/ ID 77504 / PMBD

TIME: THREE HOURS

MAXIMUM : 100 MARKS

PART –A (5X6 = 30 MARKS)

ANSWER ANY 5 QUESTIONS

- 1.Explain the objectives of business
- 2.What do you mean by business ethics
- 3.List down the advantages of social audit.
- 4.What are the important characteristics of socialism?
- 5.Differentiate between strategy and tactics.
- 6.What is MBO?
- 7.Explain purchase policy with examples
- 8.What is oral policy? Explain with examples.

PART –B (5X10 = 50 MARKS)

ANSWER ANY 5 QUESTIONS

- 9.Write short note on technological environment.
- 10.Explain the need for business ethics and its advantages.
11. Write a short note on mixed economy system.
- 12.Explain the types of policy with suitable example.
- 13.Discuss the elements of SWOT analysis in detail.
- 14.Explain the steps involved in policy implementation.
- 15.Explain different types of diversification. Quote examples from business world.
- 16.Discuss the benefits and draw backs of joint ventures

PART –C (1X20=20 MARKS)

Compulsory

17. Case study:

MTA is the latest addition in telecom sector offering CDMA service. Its main competitors are BSNL, TATA Indicom, reliance and virgin. Devise a launch strategy with specific focus on product availability and more visibility also chart out a plan to compete with the leaders.