

Seat No. : \_\_\_\_\_

**JM-242**

**March-2013**

**Business Environment & Policy**

**Time : 3 Hours]**

**[Max. Marks : 70**

1. (a) Explain micro environment of business in detail. 7  
(b) Explain importance of Business Environment in detail. 7

**OR**

- (a) Discuss the process of strategic management.  
(b) Write a note : Core Competence.

2. (a) Explain primary and secondary capital market reforms. 7  
(b) Write a note on : EXIT POLICY. 7

**OR**

- (a) Discuss Price Distribution System in India.  
(b) Explain Disinvestment process in India.

3. (a) Give the meaning of Globalization, discuss indicators of globalization. 7  
(b) Distinguish between MNC and TNC. Discuss the benefit from MNCs. 7

**OR**

- (a) Explain the role of Foreign Investment in the development of Indian Economy.  
(b) Write a Note on EXIM POLICY 2004-09.

4. (a) Discuss various types of social responsibilities towards various segments of society. 7  
(b) Explain the concept of consumerism in India. 7

**OR**

- (a) Discuss the concept of SWOT analysis.  
(b) Explain value chain Analysis in detail.

5. Write a note on :

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- (a) Sustainable Development
  - (b) Mergers & Acquisitions
  - (c) Diversifications
  - (d) Retrenchment
  - (e) Sources of Technology Dynamics
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