

M. Com - I

Sem - I

Time: 2 Hours

Total Marks: 60

- N. B.: (1) All questions are compulsory carrying equal marks.
 (2) Support your answer with required working notes.
 (3) Round off upto two decimal points.
 (4) Use of simple calculator is allowed.

Q.1: Complete the following Balance Sheet from the information given below: [15 Marks]

Balance Sheet as on 31st March, 2018

Liabilities	Amount(Rs.)	Assets	Amount(Rs.)
Equity Share Capital (of Rs.100 each)	?	Fixed Assets	?
Reserves and Surplus	?	Current Assets:	
10% Debentures	4,00,000	Stock	?
Current Liabilities:		Debtors	?
Sundry Creditors	?	Other Current Assets	?
Other Current Liabilities	2,00,000		
	?		?

Following information is available:

- Sales for the year Rs.48,00,000
- Gross Profit Ratio is 25%
- Net Profit after tax Rs.2,00,000
- Purchases and Sales are on credit basis
- Debtors Turnover Ratio (Sales/ Debtors) = 12 times
- Creditors Turnover Ratio (Cost of sales/ Creditors) = 12 times
- Earnings Per Share Rs.20
- Stock Turnover Ratio = 10 times
- Debt Equity Ratio 0.25: 1
- Current Ratio 1.6:1

OR

Q.1: From the following information available for 4 firms, calculate the Earnings Before Interest and Tax (EBIT), Earnings Per Share (EPS), the Operating Leverage and the Financial Leverage. [15 Marks]

Particulars	Firms			
	Rita	Mita	Rishi	Miti
Sales (in units)	20,000	25,000	30,000	40,000
Selling price per unit (Rs.)	15	20	25	30
Variable cost per unit (Rs.)	10	15	20	25
Fixed cost (Rs.)	30,000	40,000	50,000	60,000
Interest (Rs.)	15,000	25,000	35,000	40,000
Tax (%)	40	40	40	40
Number of Equity Shares	5,000	9,000	10,000	12,000

Q.2: The following is the Capital Structure of Simons Company Ltd as on 31st March, 2018:

[15 Marks]

Equity Shares: 10,000 shares (of Rs.100 each)	Rs.10,00,000
10% Preference Shares (of Rs.100 each)	Rs. 4,00,000
12% Debentures	Rs. 6,00,000
TOTAL	Rs.20,00,000

The market price of the company's share is Rs.110 and it is expected that a dividend of Rs.10 per share would be declared for the year 2018.

The dividend growth rate is 6%:

1. If the company is in the 50% tax bracket, compute the Weighted Average Cost of Capital.
2. Assuming that in order to finance an expansion plan, the company intends to borrow a fund of Rs.10,00,000 bearing 14% rate of interest, what will be the company's revised weighted average cost of capital? This financing decision is expected to increase dividend from Rs.10 to Rs.12 per share. However, the market price of equity share is expected to decline from Rs.110 to Rs.105 per share.

OR

Q.2: One-up Ltd has equity share capital of Rs.5, 00,000 divided into shares of Rs.100 each. It wishes to raise further Rs.3, 00,000 for expansion cum-modernisation scheme. [15 Marks]

The company plans the following financing alternatives:

- a. By issuing equity shares only.
- b. Rs.1,00,000 by issuing equity shares and Rs.2,00,000 through debentures or term loan @ 10% per annum.
- c. By raising term loan only at 10% per annum.
- d. Rs.1,00,000 by issuing equity shares and Rs.2,00,000 by issuing 8% preference shares.

You are required to suggest the best alternative, giving your comments assuming that the estimated Earnings Before Interest and Taxes (EBIT) after expansion is Rs.1, 50,000 and corporate rate of tax is 35%.

Q.3: Following are the details regarding three companies A Ltd, B Ltd and C Ltd. [15 Marks]

	A Ltd	B Ltd	C Ltd
Internal Rate of Return	15%	5%	10%
Cost of Equity Capital	10%	10%	10%
Earnings per share	Rs.8	Rs.8	Rs.8

Calculate value of an equity share of each of these companies as per Walter's Model when the dividend payout ratio is:

- a) 50%
- b) 75% and
- c) 25%

OR

Q.3: A) A project involves cash inflows as given below:

[08 Marks]

Year	Cash Inflow (Rs.)
1	20,000
2	24,000
3	30,000
4	40,000

If the rate of interest is 15%, find out present value of cash inflows. (Consider upto two digits after decimal)

B) Following is the Capital Structure of a firm:

[07 Marks]

	Rs.
Equity Capital	4,50,000
Retained Earnings	1,50,000
Preference Share Capital	1,00,000
Debts	3,00,000
	10,00,000

The firm's after tax component costs of various sources of finance are as follows:

Sources	Cost
Equity Capital	14%
Retained Earnings	13%
Preference Capital	10%
Debts	4.5%

Calculate Weighted Average Cost of Capital of the firm.

Q.4: A) Match the following by rewriting the columns A & B by matching on an overall most appropriate basis:

[08 Marks]

A	B
1. Dividend	a. Cost which has been incurred
2. Liquidity	b. Stream of constant cash flows occurring at regular interval
3. Historical Cost	c. Convertibility into cash
4. Wealth Maximisation	d. Proportion between two figures
5. Annuity	e. 2:1
6. Ratio	f. 1:1
7. Standard Current Ratio	g. Objective of financial management
8. Standard Liquid Ratio	h. Part of profit distributed

B) State whether the following statement are True or False:

[07 Marks]

1. Compounding technique shows present value.
2. All current liabilities are quick liabilities.
3. Dividend to equity shareholders reduces tax liability.
4. An ideal capital structure is one which maximises market value per share.
5. External loan affects the dividend paying ability of the organisation.
6. Trading on Equity is used to increase EPS.
7. The profit maximization goal ignores the timing of returns, does not directly consider cash flows and ignores risk.

OR

Q.4: Write Short Notes on any Three:

[15 Marks]

1. Classification of Cost of Capital
2. Importance of Financial Management
3. Business Risk
4. Factors determining Dividend Policy
5. Modigliani and Miller Theory

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- N. B.:** (1) All questions are compulsory carrying equal marks.
 (2) Support your answer with required working notes.
 (3) Round off upto two decimal points.
 (3) Use of simple calculator is allowed.

1. Prepare a Cash Budget for the three months ending 30th June from the following information.

[15 Marks]

Month	Sales Rs.	Materials Rs.	Wages Rs.	Overheads Rs.
February	1,40,000	96,000	30,000	17,000
March	1,50,000	90,000	30,000	19,000
April	1,60,000	92,000	32,000	20,000
May	1,70,000	1,00,000	36,000	22,000
June	1,80,000	1,04,000	40,000	23,000

- (a) Credit terms are- Sales/Debtors -10% sales are on cash, 50% of the credit sales are collected next month and the balance in the following month.
 (b) Creditors – Materials 2 months
 Wages ¼ month
 Overheads ½ month
 (c) Cash and Bank balance on 1st April is expected to be Rs.60,000.
 (d) Other relevant information are:
 (i) Plant and Machinery will be installed in February at a cost of Rs.9,60,000. The monthly instalments of Rs.12,000 are payable from April onwards.
 (ii) Dividend @ 5% on preference share capital of Rs.12,00,000 will be paid on 1st June.
 (iii) Advance to be received for sale of vehicles Rs.90,000 in June.
 (iv) Dividends from investments amounting to Rs.10,000 are expected to be received in June.
 (v) Income tax (advance) to be paid in June is Rs.20,000.

OR

1. A factory is currently working at 50% capacity and produces 10,000 units. Prepare a Flexible Budget and estimates the Profits of the Company when it works at 60% and 80% capacity and advise the Company. At 60% working, Raw Material Cost increases by 2% and selling price falls by 2%. At 80%, Raw Material cost increases by 5% and selling price falls by 5%. At 50% capacity working the product costs Rs.180 per unit and is sold at Rs.200 per unit.

[15 Marks]

The unit cost of Rs.180 is made up as follows:

Material	Rs.100
Labour	Rs.30
Factory Overheads	Rs.30 (40% Fixed)
Administrative Overheads	Rs.20 (50% Fixed)

Also find out Break-Even Point at the above stated capacity utilisation.

2. Mahi Transport Company operates a Luxury bus, which runs between Delhi to Jaipur and back for 10 days in a month. The distance from Delhi to Jaipur is 270 Kms. The bus completes the trip from Delhi to Jaipur and comes back on the same day. The bus goes on a Delhi-Agra trip for 10 days in a month. The distance from Delhi to Agra is 180 Kms. This trip is also completed on the same day. For 4 days of its operation in a month it runs in the local city. Daily distance covered in the city is 65 Kms. The other information is given below:

[15 Marks]

Particulars	Amount (Rs.)
Cost of Bus	15,00,000
Depreciation	15% per annum
Salary of Driver	9,000 per month
Salary of Conductor	8,000 per month
Salary of Part Time Accountant	4,500 per month
Insurance	10,800 per quarter
Diesel	49 per litre
Distance covered per litre	5 Kms
Token Tax	8,100 per quarter
Lubricant Oil	300 per 100 kms
Repairs and Maintenance	8,000 per month
Permit Fee	13,050 per quarter
Normal Capacity	50 persons

The bus is generally occupied 90% of the capacity when it goes to Jaipur and 80% when it goes to Agra. It is always full when it runs within the city. Passenger tax is 25% of the fare. Calculate the rate the company should charge a passenger when it wants to earn a profit of 33¼% on its revenue.

OR

2. The standard mix to produce one unit of product is as follows.

[15 Marks]

Material X .60 units @ Rs. 15 per unit =	Rs. 900
Material Y .80 units @ Rs. 20 per unit =	Rs.1600
Material Z .100 units @ Rs. 25 per unit =	Rs.2500
240 units	5,000

During the month of April, 10 units were actually produced and actual consumption was as follows:

Material X .640 units @ Rs. 17.50 per unit =	Rs. 11,200
Material Y .950 units @ Rs. 18 per unit =	Rs.17,100
Material Z .870 units @ Rs. 27.50 per unit =	Rs.23,925
2460 units	52,225

Calculate the following:

1. Material Cost variance
2. Material Price Variance
3. Material Usage variance
4. Material Mix Variance
5. Material Yield Variance

3. A company annually manufactures and sells 20,000 units of a product, the selling price of which is Rs.50 and profit earned is Rs.10 per unit.

[15 Marks]

The analysis of cost of 20,000 units is

Material Cost	Rs.3,00,000
Labour Cost	Rs.1,00,000
Overhead (50% variable)	Rs.4,00,000

You are required to compute:

- (i) Contribution per unit
- (ii) P/V Ratio
- (iii) Break Even Sales in Rs.
- (iv) Break Even Sales in Units

- (v) Sales required to earn a profit of Rs.4,00,000
- (vi) Profit when sales is 18,000 units
- (vii) Margin of safety when actual sales is Rs.7,00,000

OR

3. The Cost Sheet of a product is as follows:

[15 Marks]

Particulars	Rs. Per unit
Direct Material	10
Direct Wages	5
Factory Overheads:	
Fixed	1
Variable	2
Administrative Expenses (Fixed)	1.5
Selling and Distribution Expenses:	
Fixed	0.50
Variable	1
Cost of Sales	21

The selling price per unit is Rs.25. The above cost information is for an output of 50,000 units, whereas the capacity of the firm is 60,000 units. A foreign customer is desirous of buying 10,000 units at a price of Rs.19 per unit. The extra cost of exporting the product is Rs.0.50 per unit. You are required to advise the manufacturer whether the order should be accepted?

4. (A) Rewrite the entire sentence selecting the most appropriate alternative with the given serial no.s without altering the order/sequence: [08 Marks]

1. Fixed Costs are fixed _____
 - (a) Totally
 - (b) Per unit
 - (c) Both of these
2. The Standard which can be attained under the most favourable conditions possible _____
 - (a) Ideal Standard
 - (b) Expected Standard
 - (c) Current Standard
 - (d) Normal Standard
3. Which one of the following items would not be included in a cash budget?
 - (a) Capital repayments on loans
 - (b) Depreciation Charges
 - (c) Dividend payments
 - (d) Proceeds of sale of fixed assets
4. Sales budget shows _____
 - (a) Estimate of future sales
 - (b) Estimate of future production
 - (c) Estimate of inventory
 - (d) None of the above

5. The object of hotel costing is to find out cost _____
 - (a) Per table
 - (b) Per room
 - (c) Per bed
 - (d) Per visitor

6. Garage rent is _____
 - (a) Semi variable
 - (b) Variable cost
 - (c) Fixed cost
 - (d) None of these

7. When sales increases then break even point _____
 - (a) Increases
 - (b) Remains constant
 - (c) Decreases
 - (d) None of these

8. Overhauling is classified as _____
 - (a) Fixed cost
 - (b) Semi fixed cost
 - (c) Maintenance cost
 - (d) Marginal cost

(B) Match the following by rewriting the columns A & B by matching on an overall most appropriate basis: [07 Marks]

A	B
1. Contribution	a. Controllable Cost
2. Key Factor	b. Drawn for one level
3. Fixed Budget	c. Sales - Variable Cost
4. Flexible Budget	d. Margin of Safety in Value x P/V Ratio
5. Goods transport	e. Limiting Factor
6. Cost which cannot be influenced by the concerned cost centre	f. Drawn for multiple levels
7. Profit	g. Per Ton -K.M

OR

4. Write Short Notes on any Three:

1. Significance of Contribution
2. Labour Variance
3. Sales Budget
4. Operating Costing of Hospital
5. Limitations of Budgetary Control

[15 Marks]

Paper / Subject Code: 66704 / E - Commerce

M. Com - I

Sem - I

Time: 2 Hours

Total Marks: 60

N.B:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

- Q. 1. (a) Explain the term E-Commerce. What are the main activities involved in it? (15)
- (b) What are the various challenges of E-Commerce?
- OR
- (c) Briefly describe characteristics of B2G model of E-Commerce. (15)
- (d) Write a note on E-Commerce Sales Product Life Cycle (ESLC) Model.
- Q.2. (a) Explain the role of website in B2C E-commerce. (15)
- (b) What are the related new technologies used in E-Commerce?
- OR
- (c) Discuss different types of E-CRM. (15)
- (d) How Conventional and E-organization are different? Explain.
- Q.3. (a) Write a note on web advertisements. (15)
- (b) Justify an internet business with suitable examples.
- OR
- (c) Briefly discuss the SET protocol for credit card payment. (15)
- (d) Describe operational and legal risks of E-payment system.
- Q.4. A) Fill in the blanks with appropriate options. (05)
- 1) _____ is an Indian fashion e-commerce company.
- | | |
|------------|--------------|
| a) Myntra | b) Shadi.com |
| c) Grofers | d) Croma |
- 2) In Ecommerce, B2G stands for _____.
- | | |
|---------------------------|---------------------------|
| a) Business to Gramin | b) Business to Govern |
| c) Business to Geographic | d) Business to Government |

- 3) _____ website helps to find ideal hotel and compare its price:
a) Trivago
b) Trial
c) Trust
d) Trade
- 4) _____ benefit arises out of online shopping.
a) Touch and Feel Experience
b) Comparative shopping
c) Substandard Goods
d) All of these
- 5) _____ is the software security tools used for safety of network.
a) Nmap
b) Spam
c) Neophyte
d) Phishing

Q. 4. B) State whether the following statements are True or False. (05)

- 1) P2P is one of the models of E-Commerce.
- 2) Own website does not help in promotion of products.
- 3) Article marketing refers to writing and submitting articles to web article directories.
- 4) Firewall is one of the kinds of cyber-crime.
- 5) Private Key is used for data decryption.

Q. 4. C) Match the Column. (05)

Group A	Group B
1) Fee-based B2C model	a) E-Marketing Technique
2) Pull marketing approach	b) Credit Risk
3) Pay Per Click Advertising	c) Cyber Law
4) Burglary	d) Netflix
5) ECOWAS	e) Efforts to create brand loyalty

OR

Q4. Write Short notes on (Any Three) (15)

- 1) E-mail Abuse
- 2) Importance of Electronic Records as Evidence
- 3) Risk management approach to E-commerce security
- 4) Sources of Threats in E-commerce
- 5) Electronic Signature

[Time: 2 Hours]

[Marks:60]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Figures to the right indicate full marks.
 3. Draw neat diagrams wherever necessary.

Q.1

- a) Explain the determinants of demand. 07
- b) "Tangency between indifference curve and price line is a necessary condition but not a sufficient condition for consumer's equilibrium", Discuss. 08

OR

- c) Explain the minimum wage controversy. 07
- d) Explain the concept of Bandwagon effect and Veblen effect. 08

Q.2

- a) "The firm can maximize its profits by employing the factors in optimal combinations at which the cost of production will be minimum", Explain. 07

- b) Explain the law of variable proportion with suitable illustration and diagram. 08

OR

- c) Write a note on - 'Learning curve'. 07

- d) The total cost schedule of a firm is given below, from this derive the TFC, TVC, AFC, AVC, ATC and MC of the firm. 08

Output (units)	0	1	2	3	4	5
TC (Rs.)	60	100	120	162	236	360

Q.3

- a) Explain the equilibrium of a discriminating monopolist with the help of a suitable diagram. 07
- b) Explain with help of suitable diagram equilibrium of an oligopoly firm facing kinked demand curve. 08

OR

- c) Explain the methods of measuring monopoly power. 07

- d) Alen and Jack were involved in the drug selling. They were caught by Drug Enforcement 08

Administration but they had insufficient proof and hence they require a testimony from either of them to go ahead with the prosecution. Both of them will be interrogated separately and do not come in any kind of contact what so ever.

Both the suspects do not want to end up in jail.

Following is the pay off matrix for Alen and Jack.

	Alen Confess	Alen Don't Confess
Jack Confess	8 years, 8 Years.	0 years, 20 years
Jack-Don't confess	20 years, 0 years	6months, 6 months

On the basis of above pay off matrix..

- i) Explain the basic concepts used in the game theory.
- ii) Discuss dilemma of both suspects Alen and Jack

- Q.4 a) State whether the following statements are true or false
- i) Business economics is the applications of economics to business decisions.
 - ii) In a market economy prices act as incentives and signals.
 - iii) Profit is maximized at a point where total revenue is greater than total cost.
 - iv) Economic profit = Total revenue – Explicit cost
 - v) The imperfect information is a source of market failure.
 - vi) Market failure does not occur in the case of public goods.
 - vii) Allocative efficiency occurs when goods and services are distributed according to consumer preference.

07

b) Give precise meaning of the following

- i) Externalities
- ii) Opportunity cost
- iii) Public goods
- iv) Accounting Profit

08

OR

Q.4 Write short note on any three of the following

15

- a) Scope of Business Economics
- b) Production possibility frontier
- c) Expansion path
- d) External Economies
- e) Cartels

Sem-I
M.Com-I

Q.P. Code : 39588

[Time: Two Hours]

[Marks:60]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Figures to the right indicate full marks.
 3. Draw neat diagrams wherever necessary.

Q. 1 Discuss the concept of ASF and ADF. Explain the determination of real income with the help of ASF and ADF. (15)

OR

- A) Explain the concept of inflationary gap and bring out its relevance. (07)
 B) Examine the policy trade-off between inflation and unemployment in the short run. (08)

Q. 2 a) Discuss the equilibrium in goods market. Show how slope of the IS curve affects level of real income and rate of interest (07)
 b) Explain the equilibrium in money market. Show how slope of the LM curve affect level of real income and ratio of interest. (08)

OR

- c) Explain determination of real income and rate of interest with the help of IS-LM curves. (07)
 d) Discuss the factors causing shift in IS-LM curves. (08)

Q. 3 a) Discuss the problem of disequilibrium in BOP in an open economy. (07)
 b) Explain how expenditure switching policies help to reduce deficit in the BOP. (08)

OR

- c) Explain the adjustments in BOP with the help of monetary policy in IS-LM frame work. (07)
 d) Discuss the adjustments in BOP with the help of fiscal policy in IS-LM model. (08)

Q. 4 A) Select the correct answer and rewrite the statements. (07)

- 1) In an open economy GNP is computed by adding _____ in the GDP.
 - a) Net exports and Net factor income from abroad.
 - b) Net exports and NNP
 - c) Net factor income from abroad and NNP
 - d) None of the above
- 2) GDP deflator is the ratio of _____.
 - a) nominal income to real income
 - b) real income to nominal income
 - c) GDP to GNP
 - d) None of the above
- 3) Real rate of interest is the difference between _____.
 - a) Nominal rate of interest and rate of inflation
 - b) Nominal rate of interest and rate of deflation
 - c) Nominal rate of interest and rate of depreciation
 - d) None of the above
- 4) National income is the sum of value of aggregate income produced by the _____.
 - a) Service sector
 - b) Secondary sector
 - c) Primary sector
 - d) all of the above

Q.P. Code : 39588

- 5) NDP is arrived at by deducting _____ from GDP.
 - a) Capital consumption expenditure
 - b) Net indirect taxes
 - c) Net exports
 - d) None of the above
- 6) PPP income helps to compare GNP _____.
 - a) across countries
 - b) across sectors
 - c) across countries and sectors
 - d) None of the above
- 7) If the real rate of interest is positive then _____.
 - a) Net capital inflow will increase
 - b) Net capital inflows will decrease
 - c) Net capital inflows remain constant
 - d) None of the above

B) State precise meaning of the following:

- 1) Capital consumption expenditure
- 2) Inflation
- 3) Aggregate income
- 4) Price Index

(08)

OR

Q. 4 Write short notes on any Three

- 1) Expenditure method of measuring National Income
- 2) Dimensions of HDI
- 3) Long run Phillips Curve
- 4) Crowding out effect
- 5) J-Curve effect

(15)

Sem - I
M.Com - I

[Time: Two Hours]

[Marks:60]

Please check whether you have got the right question paper.

- N.B: 1. All questions are compulsory.
2. Figures to the right indicate full marks.

- Q.1** What is Research Design? Explain its essentials and various steps in Research Design. **15**
OR
- a) Discuss various objectives of research. **08**
b) Explain in brief different types of hypothesis. **07**
- Q.2** What is Questionnaire in Research Process? Explain in brief steps in designing questionnaire. **15**
Discuss various types of Questionnaire.
OR
- a) Distinguish between Primary Data and Secondary Data. **08**
b) Explain the significance of secondary data. **07**
- Q.3** Explain the meaning of Data Processing. Discuss in detail Graphical Presentation of Data Processing. **15**
OR
- a) Explain positional measures of Central Tendency. **08**
b) Discuss in brief different types of Regression Analysis. **07**
- Q.4 a)** State whether the following statements are **True** or **False**: **05**
- 1) Applied Research is designed to solve practical problems of the modern world.
 - 2) It is not advisable to conduct a pilot study for finalizing the research design.
 - 3) Collection of data from external secondary sources includes data from magazines, internet, books etc.
 - 4) Type II error occurs when the researcher rejects a null hypothesis when it is true.
 - 5) A bibliographic citation is a reference to a book, article, web page or any other published source.
- b) Fill in the blanks with the help of proper options. **05**
1. _____ is a proposition which can be put for a test to determine its validity.
(Research problem / Research Proposal / Hypothesis)
 2. _____ - test is used for proving hypothesis of smaller sample.
(z / f / t)
 3. _____ is the difference between maximum and minimum value in a series of data.
(Median / Mode / Range)
 4. When there is a long gap between data collection and presentation of final report, the researcher may present _____ report.
(Summary / technical / interim)
 5. _____ are some of the ways to avoid plagiarism.
(Quoting / Referencing / Both)

c) Match the following:

Group 'A'

- 1) Descriptive Research
- 2) Hypothesis
- 3) Processing of data
- 4) Decision making
- 5) Footnotes

Group 'B'

- a) Provides definite focus
- b) Editing
- c) Significance of data interpretation
- d) A way of keeping the flow of matter impact.
- e) Statistical Research

05

OR

Q.4 Write short note on **any three** of the following:

- a) Layout of Research Report
- b) Modern Language Association (MLA)
- c) Plagiarism
- d) Data sheet
- e) Role of computers in Research.

15

Date: 27/12/2018

Library

Paper / Subject Code: 71801 / Strategic Management

Strategic management

MCom - Sem-I
Dec. 18

Time: 2 Hours

Total Marks: 60

N.B:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q. 1. (a) Explain the concept of Vision and Mission in strategic management. (15)
(b) Enumerate the benefits of strategic management.

OR

(c) Define strategic management. Elaborate the various financial strategies. (15)
(d) Describe the components of macro business environment.

Q.2. (a) Explain any two alternative strategies under the formulation of strategies. (15)
(b) Elucidate the SWOT analysis as a part of corporate portfolio analysis.

OR

(c) Discuss the factors affecting strategic choice (15)
(d) Explain the limitations of budgetary control.

Q.3. (a) Discuss the various external factors of corporate renewal strategies. (15)
(b) What is Strategic Alliance? Explain its importance in India.

OR

(c) Enumerate the problems of PPP model in India. (15)
(d) Highlights on the contribution of IT sector in Indian business.

Q.4. A) Fill in the blanks with appropriate options. (5)

1. Strategy ----- is the final step of strategic management process.
a) Formulation b) Implementation c) Evaluation d) Planning
2. Supplier is a part of ----- factor of the business environment
a) Internal b) Micro c) Macro d) Fixed
3. ----- basically start for short term benefits
a) Foreign collaboration b) Franchisee c) Diversification d) Joint venture
4. In the full form of PPP includes one of the "P" is -----
a) People b) Private c) Partner d) All of these
5. ----- is a type of man-made disaster.
a) Cyclone b) Earthquake c) War d) Flood

Q. 4. B) State whether the following statements are True or False. (5)

- 1) Retrenchment strategies involve an extension in the scope of a corporation's activities.
- 2) Business valuation is the first process of Merger and Acquisition.
- 3) PERT/CPM is the traditional method of controlling.
- 4) Franchising is one of the types of strategic alliance.
- 5) Successful entrepreneurs take risks.

Q. 4. C) Match the Column.

(5)

Sr. no.	Group A	Group B
1)	Focused low cost	a) Toxic culture
2)	Turnaround strategy	b) Reduction of losses
3)	Internal cause of renewal	c) Mitigation
4)	Strategic alliance	d) Business level strategy
5)	Prevention disaster	e) Company profitable again

Q4. Write Short notes on (Any Three)

OR

- 1) Reason for Growth of KPO
- 2) Operational reengineering
- 3) Consequences of disaster
- 4) Process of business start-up
- 5) Make in India model

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