

7. _____ states that principles and expectations governing the behavior of individuals and Organizations.

- a) CSR
- c) Values

- b) Social Responsibility
- d) Code of Ethics

8. "Ethos" is a _____ word originally meaning character and is used to describe guiding beliefs and ideas.

- a) Latin
- c) Indian

- b) Greek
- d) Spanish

Q:1 B. State whether the following statements are True or False (Any 05):

05

1. Business ethics is a code of conduct.
2. Unethical living leads to imbalance and exploitation.
3. Misleading advertising is favourable for the consumers.
4. Sources of ethics are Religion, culture and Law.
5. CSR plays an important role in sustaining development.
6. Manipulating records is ethical in nature.
7. Principle of Trusteeship was propounded by Peter Drucker.
8. Tax evasion is a social responsibility towards Government.

Q:2 Explain the terms (Any 05):

10

1. Business Ethics

2. Values

3. Ethics in HRM

4. Principle of Trusteeship

5. Corporate Governance

6. Puffery

7. Performance Appraisal

8. Surrogate Advertising

Q:3 Answer the following (Any two out of three):

20

1. Explain features of Business Ethics.
2. Explain Corporate Social Responsibility towards employees and consumers.
3. What are the norms for ethical marketing?

7. While evaluating deviations of actual cost from standard cost, the technique used is _____ analysis.

- a) Regression
- c) Trend

- b) Linear
- d) Variance

8. Profit-volume ratio is improved by reducing _____.

- a) Variable Cost
- c) Both of them

- b) Fixed Cost
- d) None of them

Q:1 B. State whether the following statements are True or False (Any 05):

1. In Make or Buy decision only marginal cost is relevant.
2. In Absorption Costing the Fixed Costs are charged to products and hence included in valuation of the closing stock.
3. Controllable variance is under the control of the management.
4. Overheads include indirect material, labour and expenses.
5. Excess of actual cost over standard cost is a favourable variance.
6. Decision to accept or reject export order depends on fixed cost only.
7. The most profitable sales mix is the one which gives maximum contribution.
8. Labour efficiency variance indicates efficiency of labour.

05

Q:2 Explain the terms (any 5 out of 8):

1. Contribution

10

2. Margin of Safety

3. Standard Cost

4. State any two benefits of standard costing

5. Expected Standard

6. Mention any two features of Marginal Costing

7. Uses of Break Even Analysis

8. Standard Selling Price

Q:3 Answer the following (Any two out of three):

20

1. Essentials of Sound Variance Analysis.
2. The turnover and profits during the two periods were as follows:

	Sales (Rs)	Profits (Rs)
Period I	40 Lakhs	4 Lakhs
Period II	60 Lakhs	8 Lakhs

Assuming that the cost structure and selling prices remain the same in the two periods, calculate:

1. Profit Volume Ratio.
2. Break Even Point Sales
3. The sales required to earn profit of Rs 10 lakhs
4. Margin of safety in period II
5. Profit when sales are Rs 50 lakhs

7. The free-rider problem accompanies with.....
- | | | |
|-------------------|-----------------|--------------------------|
| a) Private Goods | b) Merit Goods | <input type="checkbox"/> |
| c) De-Merit Goods | d) Public Goods | |
8. Imperfect information poses the problem of Information.
- | | | |
|---------------|----------------------|--------------------------|
| a) Asymmetric | b) Inefficient | <input type="checkbox"/> |
| c) Lack of | d) None of the above | |

Q:1 B. State whether the following statements are True or False (Any 05):

- | | | |
|---|--------------------------|----|
| 1. Business Economics is the application of economics to business decision. | <input type="checkbox"/> | 05 |
| 2. Micro Economics deals with Individual household and firm. | <input type="checkbox"/> | |
| 3. The resources have alternative uses. | <input type="checkbox"/> | |
| 4. The main function of business executive is decision making and forward planning. | <input type="checkbox"/> | |
| 5. Marginal cost is defined as the change in total cost resulting from a particular decision. | <input type="checkbox"/> | |
| 6. Imperfect competition leads to efficient allocation of resources. | <input type="checkbox"/> | |
| 7. The Government can't correct market failures. | <input type="checkbox"/> | |
| 8. Market failure does not occur in the case of public goods. | <input type="checkbox"/> | |

Q:2 Explain the terms in brief (Any 05):

1. Business Economics

10

2. Marginal Principle

3. Profit Maximization Principle

4. Invisible hand

5. Economic Profit

6. Externality

7. Scarcity

8. Implicit cost

Q:3 Answer the following (Any two out of three):

20

1. Explain in detail the meaning and scope of Business Economics.
2. Discuss the concept of Production possibility frontier with an example and diagram.
3. Explain the meaning of market failure. What role state can play in rectifying market failure?



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CLASS TEST

Class: M.Com.: Part I - Semester I
Sub: STRATEGIC MANAGEMENT

Date:

Max Marks: 40

Time: 90 minutes

Supervisor's
Sign & Date

Seat No. in Figures

in words _____

Marks in Figures

Q:1 Q:2 Q:3 Total

in Words

Sign of the
Examiner _____

- Instructions: (1) All questions are compulsory.
(2) Figures to the right indicate full marks.
(3) Question No.1 and 2 to be solved on the Question Paper itself.

Q:1 A. Multiple Choice Questions (Any 5):

05

1. A ----- Statement tells the fundamental reason of the organization.

a) Vision	b) Mission	<input type="checkbox"/>
c) Goal	d) Objectives	

2. -----environment creates forces that creates opportunities and pose threats to the business unit.

a) Internal	b) Micro	<input type="checkbox"/>
c) Macro	d) All of these	

3. -----diversification involves production of unrelated but definitely profitable goods.

a) Concentric	b) Horizontal	<input type="checkbox"/>
c) Vertical	d) Corporate	

4. Merger between Shell and Texaco, to create deal with a product, namely -----

a) Industrial lubricants	b) Fish	<input type="checkbox"/>
c) Industrial Power	d) All of these	

5. Sometimes strategy -----is called "strategic planning".

a) Formulation	b) Implementation	<input type="checkbox"/>
c) Evaluation	d) All of these	

6. -----merger means that it is in the same industry and at the same stage of production.

a) Concentric	b) Vertical	<input type="checkbox"/>
c) Horizontal	d) None of these	

7. -----is a risk management technique that mixes a wide variety of investments within a portfolio.

a) Joint venture

b) Diversification

c) Foreign collaboration

d) Merger

8. Dell is the best example of a -----strategy.

a) Turnaround

b) Merger

c) Takeover

d) Diversification

Q:1 B. State whether the following statements are True or False (Any 05):

05

1. When managers and employees have difference in goals and beliefs can bring success for the organisation.

2. A Jet airway has started finance to tourists for tourism is an example of backward diversification.

3. Proposal phase is one of steps in the objectives process.

4. Merger and acquisition is helping to reduces flexibility is an advantage of the company.

5. Macro environment is also known as general environment.

6. Concentric merger both companies are serving same customers but offer different products/services.

7. Historically, hostile acquisitions have been rare in India.

8. Operating the venture is one of the steps in acquisition process.

Q:2 Explain the following terms (Any 05):

10

1. Stability Strategies

2. Operational Strategy

3. Micro environment

4. Goals and Objectives

5. Stage of Integration

6. Full-function joint ventures

7. Related diversification

8. Divestment

Q:3 Answer the following (Any two out of three):

20

1. Explain the Strategic Management process in detail.
2. "At the business level, the strategy formulation phase deals with variety of strategies" Explain.
3. Describe the Internal factors with the help of examples.