

**BUSINESS LAW**

**UG-I-BBA**

**CC-II**

**TIME- 3 HRS**

**SEMESTER 1**

**Full mark- 80**

**Group A**

1. Fill in the blanks(all) (1×12)
- a) \_\_\_\_\_ is defined as an agreement enforceable by law.
  - b) \_\_\_\_\_ Agreement is not enforceable by law
  - c) Consideration means \_\_\_\_\_ in return
  - d) A partnership contract is \_\_\_\_\_ type of contract the
  - e) The person who promises to protect another from a loss in contract of indemnity is called \_\_\_\_\_
  - f) The leading case of Balfour versus Balfour 1919 based on \_\_\_\_\_.
  - g) Pledge is a bailment for \_\_\_\_\_
  - h) Consumer Protection Act is significant to \_\_\_\_\_
  - Rights of consumer are i) protected under \_\_\_\_\_
  - j) A firm is dissolved when the business of the firm becomes \_\_\_\_\_.

**Group B**

2. Answer any eight of the following questions within three sentences each: ( 2×8 )
- a) What is promissory note in case of negotiable instrument?
  - b) What do you mean by dishonor of negotiable instrument?
  - c) What is bill of exchange?
  - d) Define limited liability partnership?
  - e) Define about designated partner in case of LLP?
  - f) What is contract of guarantee?
  - g) What is meant by injunction?
  - h) What is meant by dissolution of firm?
  - i) What do you mean by consumer dispute?
  - j) Write any two features of Consumer Protection Act?
  - k) What is an express offer?

**Group C**

3. Answer any eight of the following questions within 75 words each
4. Distinguish between contract and agreement? ( 3×8 )

- a) What is meant by consideration. Define past and future consideration.
- b) Distinguish between fraud and misrepresentation.
- c) Define contract based on formation or creation.
- d) Define offer . Define the kinds of offer.
- e) Counter offer to an offer lapse the offer.Explain.
- f) Define the doctrine of caveat emptor.
- g) Distinction between condition and warranty.
- h) Define salient features of LLP.
- i) Define the terms holder and holder in due course
- j) What are the objects of Consumer Protection Act 1986

### Group D

**Answer all the questions witin 500 words each (7×4)**

5. All agreements are Not contracts but all contracts are agreements. Discuss.

Or

Discuss the provisions of law relating to contracts by minors

6. What is meant by an unpaid seller? Discuss the rights of unpaid seller against the goods and against the buyer personally.

Or

What is the procedure for making complaint under the Consumer Protection Act 1986 And procedure after the complaint is made?

7. . What are the different rights and duties of partners in case of partnership act 1932. Explain

Or

Make a difference between partnership, company and LLP.

8. What is notice of dishonou of a bill of exchange? discuss when the notice of dishonore is unnecessary under section 98.

Or

Explain a holder of a negotiable instrument who derives his title from a holder in due course has the right there on of that holder in due course. Also discuss the privileges of a holder in due course.



## **GST and INDIRECT TAX**

**Paper CCVIII**

**Time 3hrs**

**Full Mark 80**

**UG II BBA 4<sup>TH</sup> SEM**

### **GROUP A**

**1.Fill in the blanks (all) ( 1x12)**

- a. GST was introduced in India with effect from \_\_\_\_\_.
- b. Goods and service tax is a \_\_\_\_\_ tax system.
- c. Under GST Law SAC refers to \_\_\_\_\_.
- d. The highest GST rate applicable now is \_\_\_\_\_.
- e. A composite tax payer is requested to file summarised details of transaction \_\_\_\_\_.
- f. Composite tax is applicable for dealers with turnover up to \_\_\_\_\_.
- g. Time of supply means the date of issue of invoice or date of payment \_\_\_\_\_.
- h. Tax on demerit goods is called \_\_\_\_\_.
- i. GST registration is mandatory if the aggregate turnover in a financial year exceed\_\_\_\_\_.
- j. TAN refers to\_\_\_\_\_.
- k. Every deposit made towards tax shall be credited to\_\_\_\_\_.
- l. IGST credit shall first be utilised towards payment of\_\_\_\_\_.

### **GROUP B**

**2.Answer any eight of the following questions within three sentences each (2×8)**

- a) What is GST?
- b) What were the different indirect taxes levied prior to GST?

- c) Is GST VAT based ?
- d) Explain the limitations of VAT?
- e) Who is liable for registration under GST?
- f) Is a casual taxable person an non resident taxable person liable for registration?
- g) What is taxable event?
- h) Define goods under GST?
- i) What is GSTN?
- j) Define Interstate supply under GST?

### **GROUP C**

**3. Answer any eight of the following questions within 75 words each: (3×8)**

- a. Discuss about the function of GST Council?
- b. Mr. Jiwan A supplier of goods in (UT) Chandigarh supplied goods worth rupees 10,000 to Ashok who is also in UT Chandigarh . determine which kind of supply is it and also find the taxes to be levied when GST is 10%, SGST is 10% and UT-GST is also 10%.
- c. Differentiate Between excise duty, custom duty and sales tax?
- d. Discuss the objectives of GST?
- e. What is the difference between indirect tax and direct tax?
- f. What is the threshold limit for the composition levy scheme?
- g. What are zero rated supplies?
- h. How is GST a destination based tax?
- i. Write a brief note on incidence of tax under GST?
- j. Who is adjudicating authority?

### **GROUP D**

**Answer all the questions within 500 words each.**

**4. Explain the registration procedure under GST act?**

**Or**

**Discuss the provisions for compulsory registration?**

**5. Discuss in details gst valuation rules?**

**Or**

**What are the conditions for acceptance of transaction value?**

**6. Explain the various forms used for filing returns under GST?**

**Or**

**Discuss the steps for filing return under GST?**

**7. Explain the exemptions available under GST in detail?**

**Or**

**Explain the government related exemptions from GST?**

**Group-A**

1. Fill in the blanks [1x12]
- The term 'income' is defined under section \_\_\_\_\_.
  - Income Tax is levied on \_\_\_\_\_.
  - Tax liability of a person is based on \_\_\_\_\_.
  - Section \_\_\_\_\_ is related to residential status.
  - Daily allowance received by MPs or MLAs is \_\_\_\_\_.
  - Education allowance is exempt \_\_\_\_\_ children.
  - Medical bills reimbursed in respect of treatment in a private hospital are exempt \_\_\_\_\_.
  - Gratuity is fully exempt in case of \_\_\_\_\_ employees.
  - Pre-construction period interest is allowed as deduction \_\_\_\_\_.
  - Income from subletting is treated as \_\_\_\_\_.
  - Remuneration paid in working pattern shall be allowed a deduction to a firm \_\_\_\_\_.
  - Long term capital gain is taxed @ \_\_\_\_\_.

**Group – B**

2. Answer any eight of the following questions within three sentences each [2x8]
- Define assessment year?
  - Define previous year?
  - What are the different heads of income?
  - Mention only 4 incomes exempt from tax?
  - What are the types of provident funds?
  - List any 5 allowances fully exempt from tax?
  - What is the tax treatment of unrealised rent?
  - What is a long term capital asset?
  - Write two examples of income chargeable under the head income from other sources?
  - Name the deemed income?

**Group – C**

3. Answer any eight of the following questions within 75 words each [3x8]
- What are the two basic conditions as prescribed by sec 6(i)?
  - Define gratuity with tax treatment
  - What is the tax treatment of commuted pensions?
  - What are the two conditions that an assessee must satisfy to get deduction of Rs. 200,000 as interest on borrowed capital?
  - What are the deemed profits under sec 41 ?
  - What are the conditions for claiming depreciation?
  - Define capital gains? Discuss the procedure for computation of capital gain?
  - What is agricultural income?
  - What do you mean by book profit?
  - Explain the deduction under sec 80 U?

**Group – D**

Answer all the questions within 500 words :

4. What are the provisions regarding setoff of losses under the income tax act?  
[7]

Or

What re the provisions regarding early forward of losses under the income tax act?

5. Define the term 'dividend' as given in income tax act. How is dividend income treated under the income tax act?  
[7]

Or

Govind Kumar furnishes the following particulars of the income. Compute this income from other sources for the AY 2019-20.

- |       |   |           |
|-------|---|-----------|
| i.    | Interest received on government securities  | Rs. 18000 |
| ii.   | Winning from lotteries  | Rs. 56000 |
| iii.  | Income from agriculture in Nepal  | Rs. 34000 |
| iv.   | Director fees   | Rs 6000   |
| v.    | Dividends from a foreign company  | Rs 12000  |
| vi.   | Family pension  | Rs. 60000 |
| vii.  | Winning from horse race   | Rs. 25000 |
| viii. | Royalty received from the publisher he spent<br>Rs. 6000 on typing stationery etc | Rs. 62000 |

6. On the basis of the following information compute the taxable income of Sh. Ravi a government employee under the head salaries for the assessment year 2019-20.  
[7]

Particulars	Rs
a. Basic Pay	20000 PM
b. Dearness allowances	4500 PM
c. Entertainment allowances	850 PM
d. Tribal area allowances	460 pm
e. His own contribution towards SPF Rs. 1200 per month	1200 pm
f. Employees contribution	12000 pm
g. Interest credited to SPF @10% pa	5000 pm
h. House rent allowances	3200 pm
i. Rent paid	4000 pm

Or

Anish has two houses, both of which are self-occupied the particulars of the houses are as under

Particulars	1 <sup>st</sup> house (Rs)	2 <sup>nd</sup> house (Rs)
Municipal value	1,50,000	1,80,000
Fair rental value	1,62,000	2,40,000
Standard rent	-	2,10,000
Municipal taxes paid	16000	18000

Suggest which houses should be opted by Anish to be assessed as self-occupied so that his tx liability is minimum.

7. What do you mean by tax deducted at source? Explain the steps for filling e-TDS return?

Or

[7]

What are the due dates of filling income tax return for various assesses?

Management Accounting

Time-3hr

CC-X

Full Mark -80

SEMESTER-IV

Answer all groups as per instructions and figures in the right hand margin indicates marks:

**Group A**

1. Fill in the blanks all ( 1×12)

- a) The term management accounting was first used in the year \_\_\_\_\_.
- b) \_\_\_\_\_ is the study of managerial aspect of accounting.
- c) The primary \_\_\_\_\_ of management accounting is to enable the management to maximise profits or minimise loss.
- d) Management accounting is an offshoot of \_\_\_\_\_.
- e) Any transaction that increases working capital is an \_\_\_\_\_ of fund.
- f) funds flow statement is also known as \_\_\_\_\_.
- g) funds flow statement is also known as in case of cash flow statement gas received from issue of shares is a \_\_\_\_\_ activity.
- h) In marginal costing fixed cost per unit \_\_\_\_\_ when volume of production increases.
- i) Margin of safety can be improved by reducing the \_\_\_\_\_ cost
- j) Budgetary control is a system of controlling \_\_\_\_\_.
- k) Standard cost is a \_\_\_\_\_ cost.
- l) \_\_\_\_\_ is also known as acid test ratio.

**Group B**

2. Answer any eight of the following questions within three sentences each (2×8)

- a) What is the term management accounting means?
- b) Write any two functions of management accounting?
- c) Write any two limitations of ratio analysis?

- d) Current assets of a company is rupees 200000 and current liabilities is rs. 100000. Calculate current ratio by putting formula ?
- e) What do you mean by inventory turnover ratio? Write it's formula.
- f) Define funds flow statement?
- g) Give two examples of operating activities and investing activities?
- h) Give me two limitations of cash flow statement?
- i) What is CVP analysis?
- j) What is zero based budgeting
- k) Explain the requisite of Standard costing?

### GROUP C

3. Answer any eight of the following questions within 75 words each

(3×8)

- a) Management accounting as an information system for decision-making. Explain?
- b) Current ratio =2.5  
Working capital = Rs.90000. Find out: Current assets and current liabilities.
- c) What do you mean by capital gearing ratio?
- d) What do you mean by window dressing?
- e) Distinguish between funds flow statement and cash flow statement.
- f) What are the sources and application of funds in funds flow statement?
- g) What is cash flow statement ?Write its limitations?
- h) What is the difference between absorption costing and marginal costing?

- i) Sales = rs100000 , profit= rs.10000, variable cost=70%. Find out
- i) P/V Ratio
  - ii) Fixed cost.
- j) What is Budgetary control? What are its objectives?
- k) Write five advantages of standard costing?

#### GROUP D

Answer all the questions within 500 words each :

(7×4)

4. State the nature and scope of management accounting?

OR

Clearly mention the difference between management accounting and financial accounting?

5. Prepare A cash flow statement with imaginary figures?

Or

What do you mean by standard costing? Discuss the preliminary steps for establishing a system of standard costing.

6. Calculate :

- a) The amount of fixed expense.
- b) The number of units to break even
- c) The number of units to earn a profit of rupees 40,000. List selling price for unit can be assumed rupees 100.  
Companies sold in two successive periods 7000 units and 9000 units and has incurred a loss of rupees 10,000 and rupees 10,000 profit respectively.

Or

Budgetary control means worrying before work rather than after. Its key notes are planning coordination and control.

Explain this statement.

7. Calculate Labour variances from the following information:

Standard Time = 3900 hours

Standard wages = rs.7800

Actual time taken = 4025 hours

Actual wages paid = rs. 8050

Or

Calculate i)current ratio ii)liquid ratio iii)inventory turnover ratio iv)debtors turnover ratio v)creditor turnover ratio

Particular	Amt	Particular	Amt
Opening stock	47,000	sundry debtors	42,000
Closing stock	53,000	cash	10,000
Sales less returns	2, 52,000	bank bills receivable	8000
Provision for bad debt	2000	provision for tax bills payable	15,000
Sundry creditors	32,000	marketable securities	29,000
Loose tools	4000		8000
Purchases	180000		



## CC-IV BUSINESS MATHEMATICS

TIME-3hrs

Full Marks-80

UG-1 Sem -II

### Group A

1. Fill in the blank: (1×12)

- A matrix that appear with one row only is called\_\_\_\_\_.
- A matrix that consist of zeros only is called\_\_\_\_\_.
- The values of the determinant remains\_\_\_\_\_. unchanged even if its rows and columns are\_\_\_\_\_.
- If any rows and columns of the determinants consist of zeros only the value of determinant becomes\_\_\_\_\_.
- A function In which each element of the domain correspond to itself is called an\_\_\_\_\_function.
- An algebraic function that can be expressed as a ratio of the two polynomials is called a\_\_\_\_\_
- Full form of be PERT \_\_\_\_\_
- Full form of CPM \_\_\_\_\_.
- The term annuity is derived from the Latin word\_\_\_\_\_.
- The person of obliged to make such payments is called\_\_\_\_\_.
- The person entitled to receive such payments is called\_\_\_\_\_.
- The lump sum consideration against which such payments are granted is called\_\_\_\_\_.

### Group B

2. Answer any eight of the following questions (2×8)

- Find the simple interest on rupees 10,000 at the rate 5% per annum for 7 years?
- At what rate percent will rupees 4500 become rupees 6120 in four years ?
- Differentiate the Following function: w.r.t  $e^{2x}$ .
- If  $A = \begin{bmatrix} 3 & -5 \\ -4 & 2 \end{bmatrix}$  what is  $A^t$ .
- Find the numerical value of the following matrices  
 $A = \begin{bmatrix} 2 & 5 \\ 1 & 3 \end{bmatrix}$   $B = \begin{bmatrix} 1 & -1 \\ -3 & 2 \end{bmatrix}$
- Find the product of the following matrices

$$A = \begin{bmatrix} 3 & 2 \\ 2 & 4 \end{bmatrix} \quad B = \begin{bmatrix} 1 & 0 \\ -3 & 2 \end{bmatrix}$$

- g. Present the following linear equations in the form of matrices  
 $2x+3y=13$   
 $5x+2y=16$

- h. Find the sum of the following two matrices

$$A = \begin{bmatrix} 1 & 2 & 3 \\ 4 & 5 & 6 \\ 7 & 8 & 9 \end{bmatrix} \quad B = \begin{bmatrix} 10 & 11 & 12 \\ 13 & 14 & 15 \\ 16 & 17 & 18 \end{bmatrix}$$

- i. Find the minors of the following determinants.

$$\begin{bmatrix} 8 & 9 \\ 7 & 11 \end{bmatrix}$$

- j. Integrate the following functions with respect to x:  
 $2x^2-x$ .

### GROUP C:

#### **3. Answer any of eight of the following questions: (3×8).**

- a. Find the value of the following determinant by cofactor expansion method.

b. If  $A = \begin{bmatrix} 0 & 1 \\ 1 & 0 \end{bmatrix}$  and  $B = \begin{bmatrix} 3 & 5 \\ -2 & 1 \end{bmatrix}$  where  $i^2=-1$ .  
 Verify that  $(A+B)^2=A^2+B^2$

- b. Evaluate the following limits

$$\lim_{x \rightarrow \sqrt{3}} [(x^2 - 4x + 3)/(x^2 - 2x - 3)]$$

- c.  $\lim_{x \rightarrow \sqrt{3}} [(x^2 - 3)/(x^2 - 3\sqrt{3}x - 12)]$  evaluate it.

- d. The price p unit at which a company can sell all that it produces is given by the function  $P(x)=300-4x$   
 The cost function is  $c(x)=500+28x$ , Where X is the number of units produced. Find X so that the profit is maximum?

- e. Calculate the amount and the interest on rupees 10,000 at 5% per annum compounded annually for three years?
- f. find the effective rate corresponding to 12% per annum convertible quarterly?
- g. If some of rupees 1000 is deposited into an amount at the end of each year over a period of four years at the rate of 10% compounded annually. Calculate the accumulated amount at the end of the period.
- h. Differentiate the following with respect to x  
 $(5-2x)^4$
- i. Find the differential coefficients of the following functions w.r.t x  
 $e^x \cdot \log x$ .

**Group D**

**(7×4)**

4. Using cramer's rule find the solution

$$2x-3y+5z=11$$

$$3x+5y-2z=7$$

$$x+2y-3z=-9$$

Or

Using the property of the determinant, prove that

$$\begin{vmatrix} 1+a & b & c \\ a & 1+b & c \\ a & b & 1+c \end{vmatrix} = (1+a+b+c)$$

5. Differentiate the following functions w.r.t x

$$(x^x)^x$$

Or

Evaluate each of the following integrals

$$\int \frac{dx}{\sqrt{x+1} - \sqrt{x}}$$

6. A scooter is purchased on instalment Mrs such that rupees 6000 is to be paid forthwith and the remainder in 5 year instalments of rupees 4000 each find the cash price of this scooter reckoning interest at 10% per annum compound?

OR

A Machine the life of which is estimated to be 20 years cost rupees 10000. Find the scrap value at the end of its life if depreciation is charged at 5% per annum on reducing balance method?

7. A firm proposes to purchase some fans or sewing machines it has only rupees 5760 to invest and space at most 20 items. A fan cost rupees 360 and assuming machine rupees 240. Profit expected from fan is rupees 22 and a sewing machine is rupees 18. Using the graphic method of solution determine the number of fans and sewing machines he should purchase to maximize his profit. Also ascertain the maximum possible profit he can earn?

Or

Solve the LPP by simplex method:

$$\text{Maximize } Z = 4X_1 + 5X_2$$

Subject to

$$2X_1 + 3X_2 \leq 12$$

$$2X_1 + X_2 \leq 8 \text{ and } x_1, X_2 \geq 0$$

2021

Quantitative Technique

Time – 3 hours

Paper- CC-XII

Full Mark - 80

Answer any five questions including & No.1 which is compulsory. Figures in the right hand margin indicate marks:

1. Answer any four of the following :

[7.5 x 4]

(a) Define Linear Programming.

(b) What do you mean by Inventory management?

(c) Explain EOQ with the help of diagram.

(d) Point out the difference between PERT & CPM.

(e) What do you mean by safety stock?

(f) Describe the Objective function of linear Programming with an example.

(g) What do you mean by Investment Analysis?

(h) Formulate the following problem in LPP: A chocolate manufacturing company produces only two types of chocolate - A & B. Both the chocolates require the following quantities: -

→ Each unit of A requires 1 unit of Milk and 3 of choco units

-> Each unit of B requires 1 unit of milk and 2 units. of choco.

The company has a total of 5 units of milk and 12 units of choco. On each sale, the company makes a profit of:

→ Rs.6 per unit A sold

-> Rs. 5 per unit B sold.

Now the company wishes to maximize its profit. How many units of A and B should it produce respectively?

(12.5×4)

2.What are the various methods used to adjust risk in capital budgeting decisions?

3. Solve the following LPP using simplex method :

Maximize  $Z = 7X_1$

$+6X_2$  Subject to,

$X_1 + X_2 \leq 4; 2X_1 + X_2$

$\leq 6;$

Where  $X_1, X_2 > 0$

4. What do you mean by transportation, problem? Discuss various methods of obtaining an initial feasible solution to a transportation problem.

5. A marketing manager has 5 salesman and 5 sales territories considering the capacities of salesman & the nature of the sales territories, the manager estimates that sales per month (in '000 Rs) for each sales man in each territory would be as follows:

	L	I	P	U	N
F	32	32	40	28	40
A	40	24	28	21	36
C	41	27	33	30	37
O	22	38	41	36	36
R	29	33	40	35	39

Find the assignment of salesman to the territories that would minimize the sales.

6. What do you mean by Inventory control? Discuss various techniques of inventory control.

7. Annotate in brief the graphic and simplex methods of solving an LPP. Is simplex method superior to Graphic method? If so in what way?

8. A project schedule has the following characteristics:

Activity	1 - 2	1 - 3	2 - 4	3 - 4	3 - 5	4 - 9	5 - 6	5 - 7	6 - 8	7 - 8	8 - 10	9 - 10
Time (days)	4	1	1	1	6	5	4	8	1	2	5	7

- a. Construct network diagram
  - b. Compute the earliest event time and latest event time
  - c. Determine the critical path and total project duration
9. Determine the basic feasible solution to the following transportation problem using north west corner rules

**Cost Matrix**

To From	W1	W2	W3	W4	Units Available
F1	6	4	1	5	14
F2	8	9	2	7	16
F3	4	3	6	2	5
Units required	6	10	15	4	35

UG-III-BA

BOM

Time-3hrs

CC-VII

Full Mark-80

Semester-III

Answer all Groups as Per Instructions

Figures In the Right-Hand Margin Indicates Mark

Group-A

1.Fill in The Blanks. (all) (1×12)

- a. Management in an art of getting things done -----.
- b. Management is ----- oriented.
- c.----- is popularly known as father of scientific management.
- d. Middle level management is concerned with----- policies.
- e. Planning is----- looking.
- f. Organization establishes authority ----- relationship.
- g. Directing goes from ----- to bottom.
- h. Staffing helps in appointing ----- persons in the organization.
- i. Douglas McGregor introduced two theories of motivation i.e., Theory X and-----.
- j. ----- organization represents a direct vertical relationship through which authority flows.
- k.----- principle state that one person should receive orders from only one superior.
- l. The function of controlling cannot be exercised without-----.

Group-B

2. Answer any eight of the following questions within three sentences each. (2×8)

- a. What do you mean by management?
- b.” Management is a continuous process”. State the meaning?
- c. How is management “intangible”?
- d. Which level of management is recognized as supervisory level and what are it work?
- e. What is meant by “mental revolution”?
- f. State any two features of organizing?

- g. Define the sub-parts of direction function of management?
- h. Is control possible without planning?
- i. What is delegation of authority?
- j. what are the indicators of decentralizations?

#### Group-C

3. Answer any eight of the following questions within 75 words each.
- a. Explain Maslow 'Hierarchy of Needs' theory?
  - b. Explain the functions of middle level of management?
  - c. "Management is recognized as an Art". How?
  - d. What do you mean by scalar chain principle of Fayol?
  - e. How does staffing helps in recruiting persons?
  - f. State any five differences between the contribution theory of Taylor and Fayol.
  - g. Describe the features of strategic planning?
  - h. "Planning is an intellectual process". Explain.
  - i. Differentiate between authority and responsibility?
  - j. What are the basic importance of co-ordination?

#### Group-D

Answer all the Questions Within 500 Words Each.

4. What do you mean by "Management". Discuss about its all levels in detail?

OR (7)

Define the principles of Management given by Henry Fayol?

5. "Planning is the thinking process and managers being men of action, should have no use for it". Comment.

OR (7)

Define Organization. Discuss various principles of organization?

6. What do you understand by the term "Leadership". Explain the leadership trait in brief?

OR (7)

Define the concept staffing? Discuss its importance in detail?

7. Define Motivation. Explain the Maslow's hierarchy of needs theory with suitable diagram in detail?

OR

(7)

“Controlling is meaningless without proper planning”. Explain the techniques of controlling in detail.

2021 VI-UG-BBA-CCXIII

Strategic Management Time : 3 hrs

Full Marks: 80

Answer any five questions including Q.no 1 which is compulsory.  
Figure in the right hand indicate marks.

1. Answer any four of the following: (7.5×4)

- I. Define strategic management.
- II. What do you mean by retrenchment strategy?
- III. What is swot analysis ?
- IV. What is the difference between social and economic objectives ?
- V. What is corporate culture?
- VI. What are the elements of mission in strategy?
- VII. Define leadership implementation?
- VIII. What are the reasons for stability strategy?

(12.5×4)

2. What do you mean by strategy? State it's merits and demerits?
3. What do you mean by environmental appraisal? What are the factors affecting environmental appraisal?
4. Describe the process of strategic management?
5. Who is a Strategist? Describe the roles of different strategists?
6. What are the steps involved in strategic control?
7. What are the various types of leadership?
8. Briefly explain MOST Analysis?
9. Point out the various dimensions of strategy?