

Sree Chaitanya Mahavidyalaya
M.Com. (Semester-1) Examination-2022
Business Ethics & Strategic Management Paper-COMPCOR03T

Full Marks-40

Time-2 Hours

Group-A

1. Answer any five questions

5x2=10

- (a) Define Strategic Management.
- (b) What is the full form of SWOT?
- (c) What is Product Life Cycle?
- (d) What is Business Level Strategy?
- (e) What is Governance?
- (f) Why is CSR not Philanthropy?
- (g) "CSR is a contract with society" - Explain.
- (h) What is Insider Trading?

Group-B

Answer any two questions

2x5 =10

- 2. Discuss the elements of Strategic Management.
- 3. Define Retrenchment Strategies.
- 4. Briefly describe the provisions of CG as per the Sarbanes & Oxley Act, USA?
- 5. Write about the Clause 49 of the SEBI listing agreement.

Group-C

Answer any two questions

2x10=20

- 6. Discuss the BCG positions throughout the Product Life Cycle.
- 7. Define the GE Nine Cell Matrix.
- 8. What are the provisions of Corporate Governance under Companies Act 2013?
- 9. What are the mandatory committees of the Board prescribed under Companies Act 2013 and SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015?

Send your answer scripts to this e-mail

saikatdutta285@yahoo.com