

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2020–2021)

B.COM. DEGREE EXAMINATION NOVEMBER 2023
HONOURS
FIFTH SEMESTER

COURSE : MAJOR – CORE
PAPER : BUSINESS POLICY AND ENVIRONMENT
SUBJECT CODE : 20BH/MC/BP54
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ALL QUESTIONS: (10 x 2 = 20)

1. Differentiate between a process and procedure.
2. What are the types of business policies according to expression?
3. State any two utilities of business policies in decision making.
4. What is the cyclical relationship between business policy and strategic management?
5. List any two Business Continuity Planning Strategies.
6. State any two benefits of contingency planning.
7. Give two examples of how social and economic factors are inter-connected with each other in a macro-environment.
8. Why are suppliers considered to be an important factor in influencing the micro environment?
9. What is business culture?
10. List any two disadvantages of a strong organization culture.

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 8 = 40)

11. Elucidate the need for Business Continuity Plan.
12. Describe the factors to be considered before framing business policies.
13. List out the preparatory activities for a business during Business Continuity Planning on its human resources, facilities and suppliers & customers.
14. Discuss Scenario Planning and the stages involved in scenario planning.
15. Explain Porter's five-forces model of environmental scanning.
16. Describe organisational culture and cultural web.
17. Discuss the nature of business environment.

SECTION – C

ANSWER ANY TWO QUESTIONS: (2 x 20 = 40)

18. Describe environmental scanning and explain in detail the following techniques of environmental scanning:
 - a. Delphi method (including the process involved and types)
 - b. Environmental Threat and Opportunity Profile analysis (and the steps involved).
19. Explain the steps involved in the process of framing business policies.
20. Explain business policy statements, its elements and the importance of business policies.

21. Case Study (Compulsory)

An earthquake struck the region, causing significant damage to the Johnson & Associates law firm. The earthquake resulted in structural damage to a third of the firm's 10,000 square foot office building, and two-thirds of the premises suffered extensive damage from falling debris and water infiltration, impacting the main lobby, conference rooms, and several attorney offices. Essential legal equipment, including computers, confidential client files, and the firm's legal library, were severely damaged. Due to the scale of the disaster, it was challenging for the structural engineers to pinpoint the exact cause. However, it was suspected that the building's foundation had weakened over time, contributing to the damage. While the law-firm initiated restoration efforts, Mr. Johnson became aware of Business Continuity Planning through a conversation with a colleague. He has since sought your assistance to understand more about Business Continuity Planning.

Explain to Mr. Johnson on Business Continuity Planning, the Business Continuity Plan, and the steps involved in Business Continuity Planning process.
