

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

B.COM. DEGREE EXAMINATION - NOVEMBER 2024
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. What is a Business Policy Statement?
2. Bring out the contents of a marketing policy.
3. What are the two roles of policies in strategic management?
4. List any two constraints that could arise while implementing a policy.
5. Give any two types of impacts that a crisis can have on a business.
6. State any two ways how business continuity planning influences strategic management.
7. Define business environment.
8. Mention the types of information available for Environmental Scanning.
9. Write a short note on 'task culture' under Handy's cultural types.
10. State the importance of cultural web on organisational strategy.

SECTION – B

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

11. Discuss business policy and its features.
12. Describe the business policy life cycle and its stages.
13. Explain the components of Business Continuity Policy.
14. Elucidate the characteristics of a modern business.
15. Discuss micro-environment and the factors influencing micro-environment.
16. Explain Hofstede's Cultural Dimensions Theory.
17. Discuss in detail cultural web and its components.

SECTION – C

ANSWER ANY ONE QUESTION: (1 x 20 = 20)

18. Discuss the classification of policies.
19. Describe the steps involved in the process of framing business policies.
20. Explain environmental scanning, its importance and features.

21. Case Study (Compulsory):**(1 x 20 = 20)**

GreenTech Solutions, a rapidly expanding renewable energy company, specializes in solar and wind energy projects. Over the past year, the company has faced several unforeseen challenges, including supply chain disruptions due to global shortages of key materials, regulatory changes that have affected project timelines, and extreme weather events that have delayed installations. These incidents not only threatened project deadlines but also risked the company's reputation and financial stability. Recognizing the critical need for a structured approach to manage these risks, GreenTech's leadership has initiated a project to develop a comprehensive contingency planning process. This initiative aims to enhance the company's resilience against future disruptions, ensuring that it can meet client commitments and maintain operational continuity.

- a) What steps should GreenTech Solutions follow to implement an effective contingency planning framework?
- b) Discuss the benefits of contingency planning to GreenTech Solutions.
