

**RISHI BANKIM CHANDRA EVENING COLLEGE, NAIHATI
M.COM FINAL EXAMINATION, 2022**

Semester I

BUSINESS ETHICS & STRATEGIC MANAGEMENT

PAPER CODE: COMPCOR03T

Duration: 2 Hours

Full Marks: 40

The figures in the margin indicate full marks

Gr-A

Answer any five questions

5x2=10

1. What do you mean by Ethics?
2. Define Ethical behaviour of a business.
3. What is Growth Strategy?
4. Mention the major social responsibilities of a business.
5. Define attitude.
6. What is Corporate Governance?
7. Define Corporate Social Responsibility.
8. What do you mean by Corporate Veil?

Gr-B

Answer any four questions

4x5=20

9. Explain the characteristics of Business management.
10. Write short notes on Doctrine of Ultra vires.
11. Briefly explain about Differentiation strategies.
12. Discuss the important steps involved in strategic management process.
13. Differentiate between horizontal and vertical growth strategy.
14. Write short notes (any one) i. SWOT Analysis ii. GE Nine Cell Matrix

Gr-C

Answer any one question

1x10=10

15. Explain nine cell matrixes in details.
16. Discuss the scope, benefits and limitations of corporate governance.

