

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**M.Com. DEGREE EXAMINATION – COMMERCE****FIRST SEMESTER – NOVEMBER 2023****PCO1MC01 – BUSINESS ENVIRONMENT AND MANAGEMENT CONCEPTS**

Date: 31-10-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A – K1 (CO1)**Answer ALL the questions****(5 x 1 = 5)****1 MCQ**

Which management approach focuses on continuous improvement and reducing defects to near-zero levels?

- a) a. Total Quality Management
b. Change Management
c. Crisis Management
d. Strategic Management

What is the primary goal of risk management in business?

- b) a. Maximizing profits
b. Avoiding all risks
c. Identifying and mitigating potential risks
d. Achieving operational efficiency

Which of the following is a characteristic of a formal organization structure?

- c) a. Flexibility
b. Reliance on social networks
c. Clear hierarchy and reporting lines
d. Informal communication channels

In the context of economic planning, what does the term "liberalization" refer to?

- d) a. Government control over the economy
b. Increased government regulations
c. Opening up the economy to more competition and private enterprise
d. A focus on public ownership of industries

What does NITI Aayog in India primarily focus on?

- e) a. Environmental protection
b. Economic policies
c. Vision of national development priorities and strategies
d. Legal environment for businesses

SECTION A – K2 (CO1)**Answer ALL the questions****(5 x 1 = 5)****2 Answer the following)**

a) Write a short note on "Economic Planning."

b) Write any two primary skills required by managers in the 21st century.

c) What is Change Management?

d) Define "Risk Management."

e) Write a short note on "Globalization."

SECTION B – K3 (CO2)

Answer any THREE of the following in 100 words each.

(3 x 10 = 30)

- | | |
|---|---|
| 3 | Examine the role of NITI Aayog in shaping India's national development priorities and strategies. |
| 4 | Differentiate between formal and informal organizations and discuss the influence of organizational culture on employee behavior. |
| 5 | Explain the role of motivation, communication, and leadership in enhancing employee performance |
| 6 | Evaluate the strategic decisions of an Indian corporation using SWOT analysis and the BCG matrix. |
| 7 | Explain the steps for managing organizational change. |

SECTION C – K4 (CO3)

Answer any TWO of the following in 200 words each.

(2 x 12.5 = 25)

- | | |
|----|---|
| 8 | Explain the different types of organizations' structure and Assess the importance of effective organizational structure in business management.. |
| 9 | Explore the challenges that managers face in the 21st century . |
| 10 | Categorise the relationship between corporate governance and business ethics. Assess the impact of business ethics on corporate reputation. |
| 11 | Discuss how organizations can implement effective risk management strategies and ensure long-term viability in an uncertain business environment. |

SECTION D – K5 (CO4)

Answer any ONE of the following in 500 words

(1 x 15 = 15)

12	
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Evaluate how the debt burden and the absence of 4G services have influenced BSNL's financial performance and competitive position within the framework of SWOT analysis.

- | | |
|----|--|
| 13 | Evaluate the ethical considerations and decisions made by PVR during its journey from "One Screen to A Cinema Empire." |
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From One Screen To A Cinema Empire: The Story Of PVR Success

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February 26, 2023 — Team TBH
From One Screen to a Cinema Empire: The Story of PVR Success
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PVR Cinema is India's largest multiplex chain operator, with a significant presence in over 70 cities across India and several other countries. The company was founded in 1995 by Ajay Bijli, and it currently owns and operates over 850 screens, making it one of the largest cinema chains in the world.

PVR's success can be attributed to its focus on providing customers with an immersive cinema experience, investing heavily in state-of-the-art technology, such as 4DX, IMAX, and Dolby Atmos, and operating luxury cinemas, such as the Director's Cut and the Gold Class.

In addition to this, PVR has been a pioneer in introducing new concepts to the Indian cinema industry, such as the multiplex concept and the PVR Privilege loyalty program. PVR's commitment to innovation, customer service, and strong marketing strategies has helped it establish a dominant position in the market, with a revenue of over 9 billion INR in the financial year 2020-21.

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1. PVR Foundation Story / How PVR came into being

Subscribe to the newsletter form with an email input field and a 'Subscribe' button.

SECTION E – K6 (CO5)

Answer any ONE of the following in 1000 words

(1 x 20 = 20)

- 14 Explore the Pros and Cons of Democratic and Autocratic Leadership
- 15 Deciphering Business Success: How do businesses navigate the dynamic interplay of internal and external environmental factors?

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