

**M.Com 1st Semester Examination, 2020**  
**(Old Syllabus)**  
**Subject: Commerce**  
**Macro-Business Environment and Strategic Management**  
**(Paper: COM101)**

**Time: 2 Hours**

**Full Marks: 40**

**Module: I**

Answer any two questions

10X2=20

1. Explain, in brief, the needs of Privatisation in any country with different drawbacks of it.  
10
2. (a) Narrate, in brief, the main function of the Central Board under Air (Prevention and Control of Pollution) Act, 1981.  
(b) State the items not patentable under the Patent Act 1970. (5+5)
3. a) Differentiate between WTO and GATT  
b) Write a short note on Dumping. (5+5)

**Module :II**

Answer any two questions

10X2=20

4. (a) Explain the elements of the vision statement of any company with examples.  
(b) Narrate SWOT Analysis. (5+5)
5. State the different forms of Growth Strategy that can be pursued by any organisation in a competitive market. 10
- 6 Write short notes on:  
(a) General Electric Multifactor Portfolio Matrix.  
(b) Arthur D. Little Portfolio Matrix . (5+5)

**Answers to be sent to : mesmdde@gmail.com**