

PARUL UNIVERSITY**FACULTY OF LAW****I- B.B.A. LL.B. Summer 2018 – 19 Examination****Semester: 6****Date: 18/04/2019****Subject Code: 17303351****Time: 10.30 am to 1.00 pm****Subject Name: Corporate Planning****Total Marks: 60****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed. (1 marks each. All Compulsory)**(15)**

1. Explain different ways of marketing.
2. Explain types of plan.
3. When do you formulate a strategy?
4. Explain different kinds of leadership
5. Explain working plan
6. Explain whistle blower.
7. Define autocratic leadership.
8. Are ethics same for all person or varies from person to person?
9. When you have to maintain secrecy in your business, then which management system is followed?
10. Explain sources of finance.
11. On which point, base company can take decision to buy product from market or produce product?
12. What factors should be considered for determining the price of product?
13. What factors should be considered for factory location ?
14. Who is the mediator between the management and workers?
15. Give some examples of Successful entrepreneur.

Q.2 A) Write short notes on (Each of three mark)**(15)**

1. Explain process of strategy implication.
2. Explain Democratic leadership and its merit and demerit.
3. Explain planning and it's importance.
4. Differentiate between centralized and decentralized management.
5. Difference between work plan and long range plan.

Q.3 A) Explain Leadership and its characteristics.**(08)****OR****A) Explain the steps of planning.****(08)****B) Difference between strategy formulation and strategy implication.****(07)****OR****B) Explain Social responsibility towards different groups.****(07)****Q.4 A) Prepare a business plan for restaurant business. Cover all aspects regarding business plan and Discuss the alternate options.****(07)****B) Answer the following (Each of two mark) (Any 04)****(08)**

1. Difference between Leader and Manager
2. Explain Business ethics
3. Explain "Every legal work is not ethical".
4. Explain issues in strategy implementation
5. State the advantages and disadvantages of autocratic leadership.
6. What is Corporate Social Responsibility?