

Roll. No.

Question Booklet Number

O.M.R. Serial No.

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B.Com. (Hons.) (SEM.-II) (NEP) EXAMINATION, 2025-26

(Back Paper)

COMMERCE

(Business Policy)

[CODE : BCH-206]

Paper Code

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Question Booklet
Series

B

Time : 1 : 30 Hours

Max. Marks : 75

Instructions to the Examinee :

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer 75 questions in the OMR Answer-Sheet provided and not in the question booklet. All questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.
4. Four alternative answers are mentioned for each question as - A, B, C & D in the booklet. The candidate has to choose the correct / answer and mark the same in the OMR Answer-Sheet as per the direction :

(Remaining instructions on last page)

परीक्षार्थियों के लिए निर्देश :

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। सभी प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, उसे तुरन्त बदल लें।
4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छॉटना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

(शेष निर्देश अन्तिम पृष्ठ पर)

1. VRIO framework evaluates :
 - (A) External environment
 - (B) Value, rarity, imitability, organization
 - (C) Salary structure
 - (D) Production output
2. Financial ratios help in assessing :
 - (A) Liquidity and profitability
 - (B) Political stability
 - (C) Social change
 - (D) Legal issues
3. Competitive advantage is sustainable when it is :
 - (A) rare
 - (B) temporary
 - (C) easily copied
 - (D) common
4. Licensing allows a firm to :
 - (A) Sell ownership
 - (B) Allow another firm to use its technology
 - (C) Merge
 - (D) Acquire competitors
5. Conglomerate diversification means :
 - (A) Related diversification
 - (B) Same industry expansion
 - (C) Unrelated business expansion
 - (D) Cost leadership
6. Multi-domestic strategy emphasizes :
 - (A) Global uniformity
 - (B) Local responsiveness
 - (C) Centralized control
 - (D) Retrenchment
7. Vertical integration includes :
 - (A) Forward and backward integration
 - (B) Diversification
 - (C) Retrenchment
 - (D) Liquidation
8. Pause strategy is adopted when :
 - (A) Rapid growth is required
 - (B) Temporary consolidation is needed
 - (C) Loss occurs
 - (D) Liquidation is required

9. Intangible resources include :
- (A) Land
 - (B) Equipment
 - (C) Cash
 - (D) Brand reputation
10. Value chain analysis identifies :
- (A) Competitive advantage sources
 - (B) Salary levels
 - (C) Audit errors
 - (D) Government taxes
11. Financial analysis evaluates :
- (A) Market demand
 - (B) Liquidity and profitability
 - (C) Political stability
 - (D) Technology
12. Benchmarking compares Internal performance with :
- (A) Best practices
 - (B) Government policy
 - (C) Employee attendance
 - (D) Political factors
13. SWOT stands for :
- (A) Strategy With Operational Targets
 - (B) Strengths, Weaknesses, Opportunities, Threats
 - (C) Sales With Organizational Techniques
 - (D) Systems With Organizational Tactics
14. Opportunities arise from :
- (A) Internal failures
 - (B) External favourable conditions
 - (C) Internal strengths
 - (D) Weak leadership
15. A strong brand name is a :
- (A) Strength
 - (B) Weakness
 - (C) Threat
 - (D) Liability
16. High employee turnover is a :
- (A) Opportunity
 - (B) Weakness
 - (C) Strength
 - (D) Advantage

17. Focus strategy may be :
- (A) Cost focus or differentiation focus
 - (B) Stability
 - (C) Retrenchment
 - (D) Liquidation
18. Merger means :
- (A) Two firms combine to form one
 - (B) Selling assets
 - (C) Liquidation
 - (D) Stability
19. Synergy in merger refers to :
- (A) Loss
 - (B) Combined value greater than sum
 - (C) Competition
 - (D) Retrenchment
20. Competition is highest during :
- (A) Introduction stage
 - (B) Growth stage
 - (C) Maturity stage
 - (D) Decline stage
21. Negotiation can reduce resistance by :
- (A) Ignoring employees
 - (B) Forcing change
 - (C) Delaying decision
 - (D) Offering incentives
22. Being “stuck in the middle” means :
- (A) Clear strategy
 - (B) No clear competitive advantage
 - (C) Growth
 - (D) Expansion
23. Question marks in BCG matrix have :
- (A) Low growth, low share
 - (B) Low growth, high share
 - (C) High growth, low share
 - (D) High share only
24. GE matrix has how many cells?
- (A) 4
 - (B) 9
 - (C) 6
 - (D) 3
25. Resistance to change is common in :
- (A) Implementation
 - (B) Retrenchment
 - (C) Liquidation
 - (D) Audit
26. Acquisition differs from merger because :
- (A) It involves equal partners
 - (B) One firm takes control of another
 - (C) It is temporary
 - (D) It reduces ownership

27. Business definition avoids :
- (A) Marketing myopia
 - (B) Diversification
 - (C) Growth
 - (D) Innovation
28. Entering new markets requires alignment with :
- (A) Mission
 - (B) Objectives
 - (C) Strategy
 - (D) All of these
29. Endeavour in strategy refers to :
- (A) Actions taken to achieve goals
 - (B) Salary increment
 - (C) Audit planning
 - (D) Staff reduction
30. Choosing among strategic alternatives is a part of :
- (A) Strategy evaluation
 - (B) Strategy implementation
 - (C) Strategy formulation
 - (D) Financial control
31. Micro environment includes :
- (A) Political forces
 - (B) Customers and suppliers
 - (C) Legal framework
 - (D) Economic policy
32. Technological factors are the parts of :
- (A) Internal environment
 - (B) Macro environment
 - (C) Functional strategy
 - (D) Operational control
33. Industry analysis helps in understanding :
- (A) Political trends
 - (B) Employee morale
 - (C) Competitive forces
 - (D) Payroll
34. Forecasting is a part of :
- (A) Environmental analysis
 - (B) Salary planning
 - (C) Auditing
 - (D) HR training

35. Transnational strategy combines :
- (A) Global efficiency and local responsiveness
 - (B) Liquidation and diversification
 - (C) Stability and retrenchment
 - (D) None of these
36. Strategy choice depends on :
- (A) Resources
 - (B) Environment
 - (C) Organizational objectives
 - (D) All of these
37. Cost Leadership strategy aims at :
- (A) Lowest cost producer
 - (B) Premium pricing
 - (C) Diversification
 - (D) Stability
38. "Cash cows" generates :
- (A) Low cash
 - (B) High cash
 - (C) No profit
 - (D) Loss
39. BCG matrix classifies business based on :
- (A) Market growth and market share
 - (B) Profit only
 - (C) Sales only
 - (D) Employee size
40. GE matrix uses :
- (A) Market growth only
 - (B) Industry attractiveness and business strength
 - (C) Profit
 - (D) Sales
41. Joint Venture is common in :
- (A) Domestic market
 - (B) International expansion
 - (C) Retrenchment
 - (D) Stability
42. Blue Ocean strategy focuses on :
- (A) Competing in existing market
 - (B) Creating new market space
 - (C) Retrenchment
 - (D) Stability

43. External environment includes :
- (A) Employees
 - (B) Suppliers and competitors
 - (C) Office culture
 - (D) Internal policies
44. Core values reflect :
- (A) Organizational beliefs
 - (B) Market share
 - (C) Profit margin
 - (D) Cost structure
45. Strategic drift occurs when :
- (A) Organization adapts quickly
 - (B) Organization fails to respond to environment
 - (C) Profit increases
 - (D) Costs reduce
46. Strategic fit refers to :
- (A) Matching internal resources with external environment
 - (B) Employee fitness
 - (C) Financial audit
 - (D) Budget control
47. Goals are broader than :
- (A) Vision
 - (B) Objectives
 - (C) Strategy
 - (D) Mission
48. A proactive strategy is :
- (A) Reaction to events
 - (B) Planned in advance
 - (C) Uncertain
 - (D) Temporary
49. Strategy implementation may fail due to :
- (A) Strong leadership
 - (B) Clear communication
 - (C) Adequate resources
 - (D) Poor coordination
50. Business definition answers :
- (A) How much profit
 - (B) What business are we in
 - (C) Employee attendance
 - (D) Tax planning

51. Risk tolerance affects :
- (A) Production capacity
 - (B) Organizational culture
 - (C) Strategy selection
 - (D) Employee turnover
52. Balanced Scorecard was developed by :
- (A) Michael Porter
 - (B) Kaplan and Norton
 - (C) Ansoff
 - (D) Drucker
53. Ratio analysis is based on :
- (A) Income statement only
 - (B) Balance sheet only
 - (C) Financial statements
 - (D) Market survey
54. Stability strategy is adopted when :
- (A) Firm faces financial crisis
 - (B) Firm wants rapid expansion
 - (C) Environment is predictable
 - (D) Industry is declining
55. Liquidation strategy refers to :
- (A) Temporary closure
 - (B) Selling entire business
 - (C) Merging with competitor
 - (D) Expanding production
56. Exporting is a form of :
- (A) Foreign direct investment
 - (B) Strategic alliance
 - (C) International entry mode
 - (D) Retrenchment
57. BCG matrix was developed by :
- (A) McKinsey
 - (B) Boston Consulting Group
 - (C) Harvard University
 - (D) GE
58. Functional strategies are developed by :
- (A) Board of directors
 - (B) Middle management
 - (C) Top management
 - (D) External consultants
59. Turnaround strategy is appropriate when :
- (A) Firm is performing well
 - (B) Firm faces declining performance
 - (C) Industry is growing
 - (D) Market share is high
60. Ethnocentric approach emphasizes :
- (A) Host country practices
 - (B) Global integration
 - (C) Parent country practices
 - (D) Regional focus

61. Stakeholders include :
- (A) Only shareholders
 - (B) Employees only
 - (C) Customers only
 - (D) All parties interested in firm
62. Gap analysis compares :
- (A) Desired and actual performance
 - (B) Sales and profit
 - (C) Staff and output
 - (D) Cost and price
63. A Vision answers :
- (A) Where we are
 - (B) Where we want to be
 - (C) How we hire
 - (D) How we produce
64. Tactical decisions are :
- (A) Long-term
 - (B) Short-term
 - (C) Irreversible
 - (D) Strategic
65. Objectives should be :
- (A) Vague
 - (B) Specific and measurable
 - (C) Unclear
 - (D) Impossible
66. Environmental uncertainty is high when :
- (A) Environment is stable
 - (B) Only few competitors exist
 - (C) Rapid change occurs
 - (D) Demand is constant
67. Strategy evaluation is done to :
- (A) Replace employees
 - (B) Increase production
 - (C) Monitor market price
 - (D) Assess effectiveness of strategy
68. Resource allocation is a part of :
- (A) Strategy implementation
 - (B) Environmental scanning
 - (C) Strategy formulation
 - (D) Vision statement

69. Passive resistance involves :
- (A) Aggressive protest
 - (B) Violence
 - (C) Silent non-cooperation
 - (D) Expansion
70. During introduction stage, profits are usually:
- (A) High
 - (B) Stable
 - (C) Low or negative
 - (D) Maximum
71. Market saturation occurs during :
- (A) Introduction stage
 - (B) Growth stage
 - (C) Maturity stage
 - (D) Development stage
72. Skimming pricing is common in :
- (A) Introduction stage
 - (B) Growth stage
 - (C) Maturity stage
 - (D) Decline stage
73. Extension strategies aim to :
- (A) Shorten PLC
 - (B) Increase decline
 - (C) Prolong maturity
 - (D) Eliminate product
74. Ansoff matrix is also known as :
- (A) Growth matrix
 - (B) SWOT matrix
 - (C) BCG matrix
 - (D) GE matrix
75. Ansoff matrix has how many quadrants?
- (A) Two
 - (B) Three
 - (C) Four
 - (D) Five
76. Entering foreign markets with the same product is called :
- (A) Diversification
 - (B) Market development
 - (C) Retrenchment
 - (D) Stability

77. The top management is mainly responsible for :
- (A) Tactical planning
 - (B) Strategic planning
 - (C) Payroll management
 - (D) Inventory check
78. Emergent strategy is :
- (A) Pre-planned
 - (B) Spontaneous development
 - (C) Legally required
 - (D) Annual budget
79. Strategic planning is usually :
- (A) Short-term
 - (B) Informal only
 - (C) Financial only
 - (D) Long-term oriented
80. Objectives should be :
- (A) Measurable
 - (B) Vague
 - (C) Personal
 - (D) Informal
81. Stability strategy means :
- (A) Rapid growth
 - (B) No significant change
 - (C) Diversification
 - (D) Retrenchment
82. Strategic intent defines :
- (A) Market share only
 - (B) Employee salary
 - (C) Long-term ambition
 - (D) Audit report
83. Core competency is :
- (A) Unique strength
 - (B) Weakness
 - (C) Liability
 - (D) Threat
84. Strategic flexibility means :
- (A) Rigidity
 - (B) Adapting to changes
 - (C) Ignoring change
 - (D) No planning

85. SWOT helps in :
- (A) Strategy formulation
 - (B) Payroll
 - (C) Audit
 - (D) Leave planning
86. Matching strengths with opportunities is called :
- (A) Defensive strategy
 - (B) Offensive strategy
 - (C) Retrenchment
 - (D) Liquidation
87. Environmental analysis reduces :
- (A) Uncertainty
 - (B) Profit
 - (C) Revenue
 - (D) Sales
88. Macro environment is also called :
- (A) Task environment
 - (B) General environment
 - (C) Internal environment
 - (D) Functional environment
89. Consistency in strategy means alignment with :
- (A) Government policy
 - (B) Market rumors
 - (C) Organizational mission
 - (D) Salary rules
90. Product development strategy focuses on :
- (A) Existing products
 - (B) New products for existing market
 - (C) Selling division
 - (D) Reducing staff
91. Capabilities differ from resources because they :
- (A) are tangible
 - (B) combine resources effectively
 - (C) are external
 - (D) are legal
92. Market penetration involves :
- (A) New products in new markets
 - (B) Increasing share in existing market
 - (C) Selling assets
 - (D) Downsizing

93. Strategic management primarily focuses on:
- (A) Long-term direction of organization
 - (B) Daily operations
 - (C) Employee attendance
 - (D) Short-term budgeting
94. Strategy is best defined as :
- (A) A Rule book
 - (B) A long-term action plan
 - (C) A marketing technique
 - (D) A financial statement
95. Corporate strategy deals with :
- (A) Individual performance
 - (B) Functional budgeting
 - (C) Overall scope and direction
 - (D) Department scheduling
96. Functional strategy is concerned with :
- (A) Corporate diversification
 - (B) Departmental actions
 - (C) Industry structure
 - (D) Mergers
97. Strategic planning begins with :
- (A) Control
 - (B) Implementation
 - (C) Vision and Mission
 - (D) Budgeting
98. Vision statement focuses on :
- (A) Past performance
 - (B) Present structure
 - (C) Employee grievances
 - (D) Future aspirations
99. Strategy formulation involves :
- (A) Setting objectives and plans
 - (B) Salary revision
 - (C) Daily reporting
 - (D) Quality inspection
100. Strategic control ensures :
- (A) Monitoring performance
 - (B) Office discipline only
 - (C) Employee transfers
 - (D) Wage freeze

Rough Work

Example :

Question :

Q.1 (A) ● (C) (D)

Q.2 (A) (B) ● (D)

Q.3 (A) ● (C) (D)

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer Sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.
8. After the completion of the examination, candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager & cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

Impt. On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question Booklet, then after showing it to the invigilator, get another question Booklet of the same series.

उदाहरण :

प्रश्न :

प्रश्न 1 (A) ● (C) (D)

प्रश्न 2 (A) (B) ● (D)

प्रश्न 3 (A) ● (C) (D)

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैल्कुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

महत्वपूर्ण: प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।