MAY 2022 **P/ID 77932/RMB2H**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Define Strategy.
2. What is Corporate Governance?
3. Define Vision Statement.
4. What do you mean by Corporate Policy?
5. Identify the need for Business Ethics.
6. Define Strategic Alliance.
7. What is Value Chain?
8. Write a brief note on SWOT Audit.
9. What is Strategy Formulation?
10. Give an example for Functional Strategy.
11. What do you mean by Premise Control?
12. Write short note on Resource Audit.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. State the Importance of Corporate Strategy

14. Infer the Characteristics of Corporate Planning

15. List out the benefits of Corporate Social Responsibility

16. Elaborate the concept of Scenario Planning

17. Explain the Levels of Strategy Formulation

18. Describe the Types of Mergers in Strategic Management

19. Evaluate Balanced Scorecard as a Strategic Control Tool.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Elaborate the Process of Strategic Management.

21. Illustrate the Models of Corporate Governance.

22. Elucidate Porter's Value Chain Analysis.

23. Analyse BCG Matrix as a Tool of Corporate Portfolio Analysis.

24. Discuss the role of Corporate Culture in Strategic Management.

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