MAY 2023 **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 Tactic.

2. Write short note on Corporate Governance.

3. What is Strategic Vision?

4. What do you mean by Corporate Planning?

5. Name any two Corporate Policies.

6. Why is Social Responsibility important to a Business?

7. Examine the need for Internal Scanning in Strategic Management.

8. What is Value Chain Analysis?

9. Define Strategic Choice.

10. What is Corporate Strategy?

11. Write a brief note on Clan Culture.

12. What do you mean by Strategic Leadership?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Examine the Role of Board of Directors in Corporate Governance.

14. State the Importance of Corporate Strategy.

15. Infer the Characteristics of Corporate Planning.

16. Explain the Importance of Ethical Responsibility.

17. Determine the role of Portfolio Analysis in Corporate Strategy Formulation.

18. Classify the basic Competitive Strategies.

19. Explain the concept of Balanced Scorecard.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Elaborate the Process of Strategic Management.

21. Assess the Integration of Corporate Social Responsibility and Ethics in Global Business.

22. Describe the Components of GE Matrix.

23. Illustrate Strategic Factor Analysis Summary matrix.

24. Explain Merger, Acquisition and Joint Venture.