MAY 2024 **P/ID 77932/RMB2H**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

Describe the following terms :

1. Strategy.
2. Tactics.
3. Corporate governance.
4. Policy.
5. Planning.
6. Environmental analysis.
7. SWOT.
8. Industry matrix.
9. Strategy formulation.
10. Portfolio analysis.
11. Merger.
12. Control process.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Differentiate between vision and mission.

14. Identify the importance of corporate strategy.

15. Explain the skills that required for Top level Manager.

16. Describe the objectives of Corporate policy.

17. Give a detail account on value chain analysis.

18. Elucidate the problems in measurement of performance.

19. What is Du Pont's control model? Explain.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Elucidate the role and functions of Board of Directors.

21. What are the various types of business policies? Discuss.

22. How will you create an industry matrix? Explain with examples.

23. Describe the different competitive strategies with appropriate examples.

24. Enumerate the various types of merger and acquisitions.

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