MAY 2025 **P/ID 77932/RMB2H**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Define tactics.
2. State any three roles of Board of Directors.
3. What is business policy?
4. Define business ethics.
5. What is internal scanning?
6. How industry matrix is useful for an organization?
7. Define corporate strategy.
8. What do you mean by Portfolio Analysis?
9. Define Acquisition.
10. What is Diversification?
11. List out the major types of strategic control.
12. Define strategic vision.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. Explain the roles and skills required for top management

14. Discuss the importance and objectives of corporate policy and planning in India

15. Elucidate the features and characteristics of ethical responsibility in business with examples

16. Why industry matrix is important? Explain the methods to create industry matrix

17. Explain the factors affecting Strategic choice, and discuss the process of strategic choice?

18. Give an account on matching organization structure to strategy. Give examples

19. Elaborate on the future of strategic management in India.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. "Corporate Strategy is important as it can help indicate the future success and health of the company" — Comment on the statement, and explain the types of corporate strategies.

21. Discuss the social responsibility in business, and explain the types and benefits of social responsibility.

22. Discuss in detail about Porter's Five forces model with illustration.

23. Summarize the objectives of strategy formulation, and explain the process involved in it.

24. Elaborate on DuPont's control model. Discuss the components of DuPont analysis.

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