

**MAY 2011**

**P/ID 77514/PMBP**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain strategic planning and its uses.
2. Explain competitive environment scanning.
3. Discuss CSR (Corporate Social Responsibility) of Business.
4. Define and differentiate between M.B.O. and M.B.E.
5. What is core competence?
6. What is corporate governance?
7. Can ethics and business go together?
8. What is known as Conglomerate diversification?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain the stages in organisations life cycle.
10. Explain the concept of social audit.

11. How organisational culture is sustained?
12. Explain strategy formulation and mention its importance.
13. Give a critical account of the BCG matrix.
14. What is SWOT analysis? Explain its importance and relevance to Indian companies?
15. Write short notes on :
  - (a) Product policy
  - (b) Competitor sector
  - (c) Social audit.
16. Explain about strategic funds programming.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Explain the strategies followed by an Indian MNC familiar to you.
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