

MAY 2013

**P/ID 77514/PMBP/
PMB1P**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Define strategy.
2. Elucidate the importance of competitive analysis.
3. What is corporate governance?
4. How a organizational culture is sustained?
5. Explain strategic vision and its importance.
6. Explain CSR (Corporate Social Responsibility).
7. Define macro environment.
8. What do you understand by the term rationalisation?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Give a brief account of customer motivation and its relevance for strategic management.
10. Explain the stages in organization life cycle.
11. Explain the competitor analysis frame work.
12. Outline the frame work for a corporate marketing plan and explain its components.
13. Describe the strategic management practice in India.
14. List out the different types of policies.
15. Discuss in detail communication system.
16. Explain competitive environment scanning.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Choose a company and describe its distinctive competencies. Do you believe that these competencies are capable of leading the company to a sustainable competitive advantage? Why or why not?

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