

(Pages : 2)

G – 5207

Reg. No. :

Name :

**Fourth Semester M.A.(Human Resource Management) Degree
Examination, September 2019**

HRM 2.4.1. : BUSINESS ENVIRONMENT AND CORPORATE STRATEGY

(2014 Admission onwards)

Time : 3 Hours

Max. Marks : 75

PART – I

Answer **all** questions. Answer should not exceed **50** words. :

1. Technological Environment
2. Organization Development
3. Navaratna Company
4. Environment Scanning
5. KAIZEN
6. SWOT Analysis
7. Entrepreneurship
8. Pareto Analysis
9. Project Management
10. Competitive Strategies.

(10 × 2 = 20 Marks)

P.T.O.



PART – II

Answer **any five** questions. Answer should not exceed **500** words.

11. Write a short note on external and internal components of business environment.
12. Differentiate between Vision, Mission and objectives with suitable examples.
13. Explain Porters Five Forces Model.
14. What are the principles of total quality management?
15. Discuss the growth and development of public sector enterprises in India.
16. Explain the different essential components of corporate strategy.
17. Define Corporate Social Responsibility. Explain its importance and relevance in current scenario.
18. What merits do you see in “Merger and Acquisition” as an integral part of strategy implementation?

(5 × 5 = 25 Marks)

PART – III

Answer any **two** questions. Answer should not exceed **1200** words. :

19. Describe in detail the strategic management process.
20. What are the various issues which need to be addressed during implementation and evaluation of strategies?
21. Explain Work Ethics. Critically examine the ethical issues related at work place in Indian Context.
22. What is the relevance of PERT and CPM while implementing Strategies?

(2 × 15 = 30 Marks)

