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C – 4542

Reg. No. : .....

Name : .....

**Fourth Semester M.A. (Human Resource Management) Degree  
Examination, July 2017  
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. Organization development.
2. TQM.
3. Public sector enterprise.
4. Intrapreneur.
5. Levels of management.
6. Nishkama Karma.
7. Cost leadership.
8. Corporate restructuring.
9. KANBAN.
10. SWOT analysis.

**(10×2=20 Marks)**

**PART – II**

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

11. Explain PESTEL analysis.
12. Elaborate on the Indian heritage in production and consumption.
13. How do we classify public sector undertakings ?

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14. Briefly explain different types of merger with examples.
15. How 7S framework is useful in strategy implementation ?
16. What is corporate level strategy ?
17. Explain work study with its significance.
18. What is Deming's cycle ? Explain with examples.

(5×5=25 Marks)

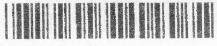
PART – III

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

19. Entrepreneurship depends on personality of the entrepreneur. Explain.
20. You are a freelance consultant for technology startups. Design a business plan for a client of yours who wants to start an online taxi aggregator business after doing Porter's 5 forces analysis.
21. Zomato.com is an online food aggregator. After initial success, the firm is feeling the heat. As a strategist, what will you suggest Zomato to grow ahead. (Hint : Growth is imperative for regaining charm, cross border growth is essential, strategies for expanding the business to be considered.)
22. Planned change is always advisable for the success of organization. Elaborate.

(2×15=30 Marks)

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A - 4765

Reg. No. : .....

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**Fourth Semester M.A. (Human Resource Management) Degree  
Examination, July 2016**

**HRM 2.4.1 : BUSINESS ENVIRONMENT AND CORPORATE STRATEGY  
(2014 Admission)**

Time : 3 Hours

Max. Marks : 75

**PART - I**

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

1. Economic Environment.
2. Direct-Action Environment.
3. Miniratna companies.
4. Entrepreneur.
5. Mission statement.
6. Stakeholders.
7. Horizontal Diversification.
8. Corporate Restructuring.
9. KAIZEN.
10. ISI.

(10×2=20 Marks)

P.T.O.



## PART - II

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

11. Briefly explain PEST Analysis.
12. Explain the strategic management process.
13. Differentiate Maharatna, Navaratna and Miniratna companies and explain their role in Indian economy.
14. Which all are the competitive strategies ? Explain with examples.
15. Explain Ansoff Matrix.
16. Explain business level strategies. What are their linkage with HR systems ?
17. What are ISO certifications stands for ?
18. Elaborate on TOWS analysis with examples. (5×5=25 Marks)

## PART - III

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

19. What are the challenges and hurdles of Entrepreneurship ? Elaborate based on Indian Context.
  20. You are a freelance consultant for technology startups. Design a business plan for a client of yours who wants to start an online grocery business after doing an analysis based on Porter's 5 forces analysis.
  21. Twitter celebrated its tenth anniversary this March. The Jack Dorosey led company which was an innovative social media startup. It is now feeling the heat as growth rate tumbles. As a strategist, what will you suggest Jack Dorosey for regaining lost charm for Twitter. (Hint : Growth is imperative for regaining charm, cross border growth is essential, options of expanding the business to be considered)
  22. What are the forces of change ? How to handle the resistance experienced at the time of change implementation ? (2×15=30 Marks)
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E – 3833

Reg. No. : .....

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**Fourth Semester M.A. H.R.M. Degree Examination, July 2018**  
**2.4.1 : BUSINESS ENVIRONMENT AND CORPORATE STRATEGY**  
**(2014 Admn. Onwards)**

Time : 3 Hours

Max. Marks : 75

**PART – I**

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

1. Corporate Restructuring.
2. Cost Leadership.
3. Define Organization Development.
4. Intrapreneur.
5. KANBAN.
6. Levels of strategic management.
7. Nishkama Karma.
8. Public Sector enterprise.
9. TQM.
10. Work study.

**(10×2=20 Marks)**

**PART – II**

Answer **any 5** questions. Answer should **not** exceed **500** words.

11. 'Deming's Cycle is simple and practical tool for quality enhancement'.  
Comment.
12. Briefly explain the competitive strategies suggested by M. E. Porter.

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13. Discuss different issues faced at Mergers and Acquisitions explain with examples.
14. Elaborate on different corporate levels of strategies.
15. Explain 7s framework of McKinsey.
16. Explain PESTLE analysis.
17. How do we classify the public sector undertakings ?
18. Indian heritage in production and consumption is very practical. Elaborate.  
(5×5=25 Marks)

PART – III

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

19. Distinguish entrepreneurship and intrapreneurship, explain their personality traits with suitable example.
20. Do a SWOT analysis of a company of your choice and explain the process and output of the analysis.
21. Explain the hierarchy of objectives with an example from real life.
22. Halo.com is an online food aggregator. After initial success, the firm is feeling the heat. As a strategist, what will you suggest Halo.com to grow ahead. (Hint : Growth is imperative for regaining charm, strategies for expanding the business to be considered)  
(2×15=30 Marks)

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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)

