

Reg. No.....

K 1475

Name.....

FOURTH SEMESTER M.A. DEGREE EXAMINATION, APRIL/MAY 2003

Branch : Personnel Management

PM 2.4.3—BUSINESS ENVIRONMENT AND CORPORATE STRATEGY

Time : Three Hours

Maximum : 75 Marks

Part I

Answer any five questions.

All questions carry equal marks.

Answer should not exceed 700 words.

1. "From the point of view of strategy, the consumer is the most important stakeholder." Comment.
2. "Well meant local initiatives are more effective than elaborate global initiatives like Kyoto protocol for management of pollution." Comment.
3. "The business of business is profit alone. Social responsibilities can be set aside." Comment.
4. "A corporate body is a legal person with duties and rights." Explain the ethical implications.
5. "Strategy is about responding to the changes in the environment." Explain with examples.
6. "Environmental management can be viewed as an opportunity than a threat." Comment.
7. Explain the importance of industry structure in strategy with specific reference to any industry that you are familiar with.
8. Explain the relevance of mission, vision and objectives vis a vis strategic planning.

Part II

Answer any three questions.

All questions carry equal marks.

Answer should not exceed 1500 words.

9. Do a SWOT analysis of Kerala as a state and suggest ways to improve the investment climate in Kerala.
10. Develop a strategy for the development of Kerala as a tourist destination.
11. Describe the external environment that delimits a business strategy.
12. "Change management is of key importance in this era of rapid change." Bring out the significance of this statement.
13. Explain the strategic importance of HRM function.