



Reg. No. : .....

Name : .....

**Fourth Semester M.A. Degree Examination, July 2012  
Personnel Management (New Scheme – 2006 Admn.)  
PM 243 – Paper – III : BUSINESS ENVIRONMENT AND  
CORPORATE STRATEGY**

Time : 3 Hours

Max. Marks : 75

**PART – A**

Answer **any five** of the following. All carry **equal** marks. Each answer not to exceed **300** words.

1. What is the implication of changes in the external environment on a business ?
2. Write a note on different stake holders in a business.
3. Explain the concepts of liberalization, privatization and globalization.
4. What are the components of corporate strategy ?
5. Write a note on functional strategies.
6. What are the differences between a merger and an acquisition ?
7. Explain the process of goal setting for an organization.
8. Write a note on the change management process.

**(5x6=30 Marks)**

**PART – B**

Answer **any three** of the following. All carry **equal** marks. Each answer not to exceed **1500** words.

9. Write a detailed note on Corporate Social Responsibility (CSR).
10. Write a detailed note on how industrial pollution has affected the public with relevant case examples.
11. Explain how a SWOT analysis is done and how it is used ?
12. Describe a few examples of unethical practices in Human Resource Management and Marketing Management.
13. Which are the different strategic management decisions taken by personnel department ?

**(3x15=45 Marks)**