



Reg. No. :

Name :

**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)



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)
-