



Reg. No. :

Name :

Fourth Semester M.A. P.M. Degree Examination, August 2010
(New Scheme – 2006 Admission)
PM 2.4.3 – Paper – III : BUSINESS ENVIRONMENT AND CORPORATE STRATEGY

Time : 3 Hours

Max. Marks : 75

PART – A

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

1. What are the characteristics of business environment ? Distinguish between internal and external environment of an organization.
2. What do you understand by corporate social responsibility ? Are Indian organizations socially responsive ?
3. Is profit making unethical ? Why ? Is it really rewarding to be an ethical manager ?
4. Distinguish between entrepreneurship and intrapreneurship. What are the factors influencing entrepreneurship ?
5. What is the importance of strategic management ? Briefly explain the strategic management process.
6. Bring out the difference between growth and defensive strategies. How does an organization's growth and survival depend on these strategies ?
7. Explain the relevance of vision and mission statements of a company.
8. Why is strategic management of HRM important in an organization ? (5×6=30 Marks)

P.T.O.



PART – B

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

9. Outline the major elements that make the environment of an organization. Identify important trends in each of these elements that could influence the organization.
10. What is an ethical organization ? What are its characteristics ? Prepare a set of ethical guidelines for managers.
11. Outline the extent of industrial pollution in our country. How can this problem be addressed ? Make a few suggestions for sustainable development.
12. What are the different levels of strategy ? How is corporate strategy different from business level strategy ? Describe the Porter's five forces competitive model.
13. Why do individuals resist change ? How can this resistance be overcome ? Describe the change management process highlighting the force field analysis.

(3×15=45 Marks)