



Reg. No. : .....

Name : .....

**Fourth Semester M.A.P.M. Degree Examination, August 2011  
(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 are the elements in the external environment of a business ?
2. Explain the concept of stake holders.
3. Explain the concepts of liberalization, privatization and globalization.
4. What are the roles of different levels of management in corporate strategy ?
5. Write a note on “grand strategy”.
6. Mention any two advantages and disadvantages of mergers.
7. What do you understand by the term “Strategic Business Unit (SBU)” ?
8. Write a note on barriers to change. **(5×6=30 Marks)**

**PART – B**

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

9. How does the state exercise its control over different types of organizations ?
10. What are the common types of industrial pollution and how are these addressed ?
11. Explain how a SWOT analysis is done and how it is used.
12. Describe a few examples of unethical practices in Finance management and Marketing management.
13. What is the role of personal department in strategic management ? **(3×15=45 Marks)**

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