



37

Reg. No. :

Name :

**Fourth Semester M.A. (Human Resource Management) Degree
Examination, August 2015
PM 2.4.3/HRM 2.4.3 – BUSINESS ENVIRONMENT AND CORPORATE
STRATEGY
(2013 Admission)
(Common for M.A. Degree in Personnel Management – Prior to
2013 Admissions)**

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. Enumerate the significance of External Environment in Business.
2. How can we monitor indirect-action environment ?
3. Explain the problems of Industrial pollution.
4. Elaborate the concept of Corporate Strategy.
5. "It is the objective which defines a business". Do you agree with this argument ?
6. Discuss the technological variables of business environment.
7. What are the implications of personnel to be considered while choosing a strategy ?
8. Narrate the concept of reengineering with regard to business process.

(5×6=30 Marks)



PART – B

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

9. Explicate the existing business culture with regard to ethics in India.
10. Conduct a SWOT analysis of an HR consultancy firm. Based on the same develop a modified business plan.
11. Enumerate the reason for implementing CSR in modern business organizations.
12. "Liberalization of economy is a challenge for strategic management". How far this statement is practicable in the current context ?
13. "Management of change is the most critical task of any business". Check the reliability of this with suitable cases. **(3×15=45 Marks)**