

Reg. No.....

K 2756

Name.....

FOURTH SEMESTER M.A. DEGREE EXAMINATION, JUNE/JULY 2004

Branch : Personnel Management

PM 243—BUSINESS ENVIRONMENT AND CORPORATE STRATEGY

Time : Three Hours

Maximum : 75 Marks

Part I

*Answer any five questions.
Each question carries 6 marks.
Answer should not exceed 300 words.*

1. Define Environment. What is its importance on business ?
2. What do you mean by stakeholders ? Who are the different stakeholders in business ?
3. Differentiate Strategic, Administrative and Operating decisions.
4. Explain the different levels of management.
5. What is SWOT analysis ?
6. What is BPR ?
7. What is learning organisation ?
8. Write short notes on :
 - (a) Niche marketing.
 - (b) Outsourcing.

(5 × 6 = 30 marks)

Part II

*Answer any three questions.
Each question carries 15 marks.
Answer should not exceed 1,500 words.*

9. Discuss the role of strategic management in an organisation.
10. Explain in detail a decision-making model.
11. Discuss the role of business in society.
12. What are the social, organisational, individual and technological challenges the liberalisation has brought in India ?
13. Do a SWOT analysis on "Trade Unions" in Kerala in the light of post-liberalisation scenario ?

(3 × 15 = 45 marks)