



Reg. No. : .....

(36)

Name : .....

**Fourth Semester M.A. Degree Examination, July 2014**  
**PERSONNEL MANAGEMENT**  
**PM 2.4.3 Paper : 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. State managerial challenges as a factor for Indian business.
2. Change is a reality of business life. How ?
3. What are the different challenges for different levels of management ?
4. Differentiate direct action and indirect action environment.
5. Mention the strategy relating to customers and non customers.
6. What is your idea about organization as a corporate citizen ?
7. What is SWOT analysis ?
8. What is the environmental – adaptive strategy of 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. Discuss the Porter's Five Forces Model.
  10. What could be the next phases of globalization ? Narrate.
  11. Discuss about environmental pollution in relation to business responsibility.
  12. Explain challenges of doing business in different cultures.
  13. Write an essay on Indian multinationals. **(3×15=45 Marks)**
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