



31

Reg. No. : .....

Name : .....

**Fourth Semester M.A. Degree Examination, July 2013**  
**PERSONNEL MANAGEMENT**  
**PM 2.4.3 – 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 is PESTEL analysis ?
  2. What are the assumptions about mission, competencies and environment ?
  3. What is meant by direct action environment ?
  4. "Business of business is business" – Comment.
  5. Illustrate Kurt Lewin's model of change management.
  6. Differentiate between entrepreneurship and intrapreneurship.
  7. List out the various levels of strategy.
  8. State the importance of managing organizational culture in business.
- (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 about the emergent strategy.
  10. Explain liberalization and its challenges to business.
  11. Discuss pollution and its control measures.
  12. Explain the role of an entrepreneurship culture in business success.
  13. Elaborate the strategic management process.
- (3×15=45 Marks)**
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