

Reg. No.....
Name

(Pages:2)

K 6781

FOURTH SEMESTER M. A. DEGREE EXAMINATION May / June 2005

Branch:- PERSONAL MANAGEMENT

PM 243 – BUSINESS ENVIRONMENT AND CORPORATE STRATEGY

Time: Three Hours

Max. Marks: 75

PART I

Answer any five questions. All carry equal marks.

Answer should not exceed 300 words.

(5 x 6 = 30 marks)

1. Define change. What is its importance on business?
2. Explain the concept of Corporate Social Responsibility (CSR).
3. Explain the concept of Intrapreneurship.
4. What are the various levels of strategy?
5. What is the nature of strategic Management?
6. Explain the importance of pollution control.
7. What are the competitive advantages of an organization that you know?
8. Write short notes on:
 - a) Benchmarking
 - b) Strategic resources

PART II

Answer any three questions. All carry equal marks.

Answer should not exceed 1500 words.

(3 x 15 = 45 marks)

9. Explain the characteristics of strategic decisions.
10. Discuss the sources of power within organizations and the sources of power for external stakeholders.
11. Explain the systems approach in management of business.
12. Do a SWOT analysis on “manpower” in Kerala.
13. Discuss the process of BPR