

Reg. No .....

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K4471

Name .....

**FOURTH SEMESTER M.A. DEGREE EXAMINATION  
MAY / JUNE- 2006**

**BRANCH: PERSONNEL MANAGEMENT**

**PM 2.4.3. BUSINESS ENVIRONMENT AND CORPORATE  
STRATEGY**

Time: 3 Hours

Max. Marks: 75

**PART – I**

*Write short notes on the following. Answer any five questions.*

*All questions carry equal marks.*

1. Social responsibility of business.
2. Intrapreneurship
3. Strategic Business Unit.
4. Portfolio model.
5. Bench marking.
6. Corporate Governance.
7. Balanced score card.
8. State holders of business.

**(5 x 6 = 30 Marks)**

**PART –II**

*Answer any three questions. All questions carry equal marks.*

9. Explain the process of formulation of a corporate strategy.
10. Explain how the strategic management process changed for Indian companies since the new policy of liberalization, privatization and globalization was adopted in India.

11. Explain the generic strategies with suitable examples.
12. "Strategy making is easy. But the implementation is difficult". The implementation of strategies often means change management. Discuss the change management strategies typically adopted by firms.
13. Drastic changes like restructuring and reengineering are often preferred by U.S. companies while a sense of gradual changes is preferred in Japan. Which of nine approaches do you suggest in Indian context? Why?

**(3 x 15 = 45 Marks)**