

Reg. No. :

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Name :

Fourth Semester M.A. Degree Examination, June 2007**Branch : Personnel Management****PM 243 – Paper III : 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. Business Ethics
2. Social responsibility of business
3. State control in business
4. Industrial Pollution
5. SWOT analysis
6. Mission and objectives
7. Re-Engineering
8. Down Sizing.

(5×6=30 Marks)**PART – II**

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

9. What is “Balanced Score Card” ? Explain.
10. What is the impact of globalisation in the strategic management process of Indian Industries ?
11. What is environmental scanning ? Briefly explain the contents of Mega Environment ?
12. Explain the relevance of objectives and goals in corporate strategy.
13. What are the different types of environment that a firm faces ? Explain.

(3×15=45 Marks)