



Reg. No. : .....

Name : .....

**Fourth Semester M.A. (P.M.) Degree Examination, June 2009****(New Scheme - 2006 Admission)****PM 2.4.3 – Paper III – BUSINESS ENVIRONMENT AND CORPORATE STRATEGY**

Time : 3 Hours

Max. Marks : 75

**PART – A**

Answer **any five** questions. All questions carry **equal** marks. Each answer **not** to exceed **300** words.

1. What is business ecology ? Briefly explain the different types of external environments of an organization.
2. Distinguish between ethics and values. What are the different types of managerial ethics ?
3. How does profit and ethical considerations go together for a company ? Is profit making a sin ?
4. How can the problem of industrial pollution be tackled ? Mention some of the important regulations in this regard.
5. What do you mean by corporate strategy ? How can competitive advantage be achieved using corporate strategy ?
6. What is a BCG matrix ? Apply the BCG matrix to any organization of your choice and assess its growth position.



7. Explain the role of top management in strategic management process. How does vision of a company gets percolated down in the hierarchy ?
8. How can resistance to change be managed in an organization ? What are the challenges involved ? **(5×6=30 Marks)**

**PART – B**

Answer **any three** questions. All questions carry **equal** marks. Each answer **not** to exceed **1500** words.

9. Identify the major elements that typically make up the task environment of an organization. How is monitoring of environment done ?
10. Explain the major perspectives of organizational social responsibility. Also, describe the CSR initiatives in any Indian corporate.
11. Explain the need for developing entrepreneurial competencies among Indians. How can women entrepreneurship be identified and developed in our country ?
12. What is SWOT analysis ? How is it done ? Explain the role of competitive analysis in strategy formulation.
13. Explain the concept of organizational development (OD). What are the major steps in OD ? Mention a few OD techniques. **(3×15=45 Marks)**