

Reg. No. :

Name :

Fourth Semester M.A. (PM) Degree Examination, May 2008
(New Scheme)
(2006 Admn.)

**PM 243 : Paper – III : 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. Explain Entrepreneurial competence.
2. How does business contribute to society ?
3. Discuss the elements of business environment.
4. Explain the impact of direct-action environment on business.
5. Explain the concept "Vision".
6. Discuss the impact of technology on business.
7. Explain the impact of outsourcing on Indian business environment.
8. Identify and explain the stakeholders of a business organisation. **(5×6=30 Marks)**



PART – B

Answer **any three** questions, **each** in about **1500** words. **Each** question carries **15** marks.

9. “SWOT analysis is the first step to strategy formulation” – Discuss.
 10. “Indian organisations should go a long way in perfecting their CSR initiatives” – Discuss.
 11. Explain the strategic Management Process.
 12. What do you mean by Organisational culture ? How does it affect employee performance ?
 13. Explain the role of Personnel department in managing change in organisations.
- (3×15=45 Marks)**