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Reg. No. :

Name :

Fourth Semester M.A. H.R.M. Degree Examination, July 2018
2.4.1 : BUSINESS ENVIRONMENT AND CORPORATE STRATEGY
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 75

PART - I

Answer **all** questions. Answer should **not** exceed **50** words.

1. Corporate Restructuring.
2. Cost Leadership.
3. Define Organization Development.
4. Intrapreneur.
5. KANBAN.
6. Levels of strategic management.
7. Nishkama Karma.
8. Public Sector enterprise.
9. TQM.
10. Work study.

(10x2=20 Marks)

PART - II

Answer **any 5** questions. Answer should **not** exceed **500** words.

11. 'Deming's Cycle is simple and practical tool for quality enhancement'.
Comment.
12. Briefly explain the competitive strategies suggested by M. E. Porter.

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13. Discuss different issues faced at Mergers and Acquisitions explain with examples.
14. Elaborate on different corporate levels of strategies.
15. Explain 7s framework of McKinsey.
16. Explain PESTLE analysis.
17. How do we classify the public sector undertakings ?
18. Indian heritage in production and consumption is very practical. Elaborate.
(5×5=25 Marks)

PART – III

Answer **any two** questions. Answer should **not** exceed **1200** words.

19. Distinguish entrepreneurship and intrapreneurship, explain their personality traits with suitable example.
20. Do a SWOT analysis of a company of your choice and explain the process and output of the analysis.
21. Explain the hierarchy of objectives with an example from real life.
22. Halo.com is an online food aggregator. After initial success, the firm is feeling the heat. As a strategist, what will you suggest Halo.com to grow ahead. (Hint : Growth is imperative for regaining charm, strategies for expanding the business to be considered)
(2×15=30 Marks)