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MS-91

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2023

MS-91 : ADVANCED STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. Describe the scope and significance of corporate policy and discuss the policy formulation process.
2. Discuss in detail the role and responsibilities of Board of Directors.
3. Explain briefly the characteristics of a stable industry environment and discuss the strategies in a stable industry environment.
4. Discuss the strategic choices used by companies to enter and compete in the international environment.

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5. What are the steps involved in developing R & D strategy ? Discuss.
6. Discuss the various factors influencing creativity and innovation.
7. What are the various types of social audit ? Highlight the key developments in transparency and reporting.
8. Write short notes on the following :
 - (a) Corporate Governance
 - (b) Monopolistic Competition
 - (c) Competitive Strategy and IT
 - (d) Corporate Philanthropy