

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**February, 2021**

**MS-091 : ADVANCED STRATEGIC  
MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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**Note :** Attempt any **five** questions. All questions carry equal marks.

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1. Discuss with the help of examples, the role of strategists in Corporate Management.
2. What are the different features of a corporate policy ? Explain the different factors which act as determinants of corporate policy.
3. Discuss the new developments regarding corporate governance in other markets worldwide.

4. Explain four basic strategies used by organizations to enter and compete in the international environment.
  5. Establish a relationship between market structures and pricing strategies which help in deterring the entry of competitors.
  6. What are the different sources of knowledge ? Discuss the factors that constitute the knowledge conversion process.
  7. What are the basic characteristics of an innovative organization ? Explain with examples.
  8. How is Corporate Social Responsibility (CSR) measured ? Explain giving examples.
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