

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**December, 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. Define the concept of corporate strategy. What are the major components of corporate strategy and the levels at which it exists in an organisation ?
2. Discuss the role and responsibilities of the Board of Directors.
3. What are the various approaches to global entry of a company ? Discuss with examples.

4. (a) Explain the importance of Information Technology (IT) in strategy implementation.
- (b) Explain the concept of creativity and innovation. How does creativity contribute to the success of an organisation ? Give an example.
5. Write short notes on any **four** of the following :
- (a) Approaches to Corporate Management
- (b) Board Committees
- (c) Market Structures and Competition
- (d) Knowledge Management
- (e) Dynamic Environment
6. What do you understand by Corporate Social Responsibility (CSR) and how do companies benefit by adopting CSR initiatives ? Discuss, giving examples.
7. Discuss strategic philanthropy and economic motivations of companies, giving examples.
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