

## MANAGEMENT PROGRAMME

### Term-End Examination

### 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 corporate planning. Discuss the nature and scope of corporate planning.
2. What are the different levels of corporate strategy? Describe the distinctive characteristics of all the levels with help of examples.
3. State and explain three important perspectives for good corporate governance. Briefly describe the need and importance of corporate governance in the present scenario.
4. How do the industries operating in a dynamic environment cope with the uncertainty and risk inherent in the industry environment? Discuss.



5. Explain the concept of perfect competition with respect to competitive strategy.
6. Describe with the help of examples, the use of IT in strategy implementation.
7. Write a brief note on the Knowledge Management initiatives taken up in Indian organizations.
8. List and explain various factors which influence the creativity and innovation in an organization.

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