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MS-91

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 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. Discuss in detail the nature and process of corporate planning. Also explain various types of implementation issue involved.
2. Briefly discuss the Reports of various committees on Corporate Governance.
3. (a) Discuss the concept of product life cycle.
(b) What are the strategic choices available to a firm in a dynamic environment ? Discuss.
4. Discuss the various modes of entry into global environment and the merits and demerits of each mode of entry.
5. Discuss in detail how Information Technology (IT) has enhanced the quality of service sector.

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6. What are the benefits of knowledge management (KM) ? Describe the various steps involved in a KM framework. What are the essential components of a KM project ?
7. Discuss the business importance of corporate social responsibility (CSR).
8. Write short notes on the following :
 - (a) Components of corporate strategy
 - (b) Perfect competition
 - (c) e-business
 - (d) Business ethics