

No. of Printed Pages : 2

**MS-91**

[ 2 ]

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**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**June, 2024**

**MS-91 : ADVANCED STRATEGIC  
MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

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

1. Describe the nature and scope of corporate management and discuss the role of strategists in corporate management.
2. Briefly discuss the following committee on corporate Governance :
  - (i) Kumar Mangalam Birla Committee.
  - (ii) Narayana Murthy Committee.
  - (iii) Naresh Chandra Committee.

3. Distinguish between stable and dynamic environment. Explain briefly the suitable strategies that industries follow at the time of operating in a stable market.
4. How does Knowledge Management (KM) enhance competitiveness of a firm ? Explain. Discuss the trends and challenges in KM.
5. (a) Discuss the need for social audit.  
(b) Highlight the key developments in transparency and reporting as a part of corporate Social Responsibility.
6. Explain the concepts of creativity and innovation. What are the characteristics of innovative organisations ? Give illustrations.
7. Write short notes on any **four** of the following :
  - (a) Role of R & D in competitive advantage.
  - (b) Concept of intrapreneurship.
  - (c) Strategic choice criteria.
  - (d) Role of Board of Directors in Corporate Strategy.
  - (e) Dynamic Market Environment.

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**P.T.O.**