

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2015**

**MS-91 : ADVANCED STRATEGIC  
MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage 70%)*

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*Note : (i) Attempt any five questions.*

*(ii) All questions carry equal marks.*

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1. Discuss the determinants of corporate policy. 20  
Explain in detail the policy formulation process.
2. Describe the concept of corporate planning. 20  
Discuss the implementation of corporate planning in detail.
3. Trace the history of Corporate Governance (CG) 20  
and discuss the need for good CG giving examples.
4. Identify the characteristics of dynamic 20  
environment and the strategic choices available to a firm to compete in such environment.
5. Discuss in detail the importance of Information 20  
Technology in strategy. Give illustrations.
6. Discuss the steps involved in developing R & D 20  
strategy.

7. Discuss strategic philanthropy and economic motivations giving examples. 20
8. Write short notes on **any four** of the following : 20
- (a) Scope and objectives of Social Audit
  - (b) Innovation and creativity
  - (c) Web-based Business Models
  - (d) Stable Environment
  - (e) Significance of corporate strategy
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