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**MS-91**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2022**

**MS-91 : ADVANCED STRATEGIC MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

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***Note :** There are two Sections—A and B. Attempt any **three** questions from Section A. Section B is compulsory. All questions carry equal marks.*

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**Section—A**

60

1. (a) Who are strategists ? Assess their role in corporate management.  
  
(b) What are the different levels of corporate strategy and how do strategic decisions differ at different levels ?
2. Discuss the different approaches to modes of entering a foreign market.

**P. T. O.**

3. Describe in brief, the key developments in transparency and reporting with respect to social audit.
4. What are the different sources of knowledge ? Explain their different types. Discuss the factors which constitute the knowledge creation process.
5. Write short notes on any *four* of the following :
  - (a) Scope of Corporate Policy
  - (b) Corporate Governance
  - (c) Multi-Domestic Strategy
  - (d) IT in Service Sector
  - (e) Strategic Philanthropy

**Section—B**

40

6. (i) Think of business level strategies for :
  - a small pizza corner in a crowded college
  - detergent manufacturing trying to bring out a new product in an established market.

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- (ii) “Corporate Social Responsibility (CSR) is coming out of the purview of doing social good and is fast becoming a business necessity.” Discuss the statement giving examples.
7. Think of the case of building a new runway for a major international airport. What would be an ethical approach to managing the different claims of the different stakeholders of an airport usually involved in such a decision ?