

MANAGEMENT PROGRAMME

Term-End Examination, 2019

MS-091 : ADVANCED STRATEGIC MANAGEMENT

Time : 3 Hours]

[Maximum Marks : 100

(Weightage : 70%)

Note : There are two Sections A and B. Attempt **any three** questions from Section A which carry 20 marks each. Section B is **compulsory** which carries 40 marks.

SECTION - A

1. Explain in detail how corporate policies have been classified on the basis of various criteria and discuss the importance of framing a corporate policy.
2. What are the main modes of entry into a foreign market ? Examine the advantages and disadvantages of each entry mode with compaines must analyse in selecting a particular mode of entry.
3. Briefly discuss the techniques which have been developed to enhance creativity with the help of examples.

4. Highlight the key developments in business environment which calls for better transparency and a comprehensive reporting from business organisations.
5. Write short notes on **any four** of the following .
- (a) Significance of corporate strategy
 - (b) Cadbury Committee Report
 - (c) Stable Environment
 - (d) Competitive advantage and R & D
 - (e) Business Ethics

SECTION - B

6. Identify two companies in different industries that are making a significant use of strategic alliances as a core part of their strategies, identify who are their alliance partners and describe the purpose of the alliances.
7. What do you think will be the major new ethical issues and problems that businesses are likely to face in future ? Discuss.

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