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MS-91

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2021

MS-91 : ADVANCED STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

(ii) *All questions carry equal marks.*

1. Discuss the determinants of corporate policy and explain the steps involved in policy formulation process.
2. Briefly discuss the reports of various committees on corporate governance.
3. What are the characteristics of perfect competition and monopolistic competition ? How does price determination take place in these market structures ?

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4. Explain how R & D strategy is developed and briefly discuss the steps involved in it.
5. Write short notes on any **four** of the following :
 - (a) Significance of corporate strategy
 - (b) The role of CEO
 - (c) Oligopoly
 - (d) e-Business
 - (e) Social audit
6. What do you understand by the concept and scope of ethics ? How is ethics important for business ? Discuss with examples.
7. Discuss in detail the relevance of strategic philanthropy for business organisations. Illustrate your answer with examples.

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