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**MS-91**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**June, 2022**

**MS-91 : ADVANCED STRATEGIC MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) *There are two Sections—A and B.*

(ii) *Attempt any **three** questions from Section A.*

(iii) *Section B is compulsory.*

(iv) *All questions carry equal marks.*

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**Section—A**

1. Describe the major components of corporate strategy and discuss the levels of strategy in an organisation.
2. Discuss the salient features of the Code of Corporate Governance, as it exists in India. Critically evaluate them with examples.

**P. T. O.**

3. (a) What benefits can an enterprise in service industry derive from Information Technology ? Discuss with examples.
- (b) What is value chain analysis and how can it be helpful to a business firm in gaining competitive advantage ?
4. (a) Why should a business firm/corporate involve itself in social responsibility ? Explain with examples.
- (b) Discuss the objectives and scope of social audit.
5. Write short notes on any *four* of the following :
  - (a) Dynamic Environment
  - (b) Corporate Planning Process
  - (c) Various board committees set up by the board of directors consisting of outside directors.
  - (d) Competitive advantage of R & D
  - (e) Scope of ethics

**Section—B**

6. What is meant by franchising and what are its implications for an organisation ? Briefly discuss India's position with respect to the growth of franchising. What are the potential areas for franchising in India and why ?
7. "Corporations should avoid treating their customers in an unethical manner. After all, in the long-run, unethical behaviour towards customers only harm firm's own interests." Critically evaluate this statement with reference to examples from :
- (a) Mobile phone companies
  - (b) Holiday package companies.

How does your answer differ from each type of company ? Explain your answer.