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MMPC–017

MASTER OF BUSINESS

ADMINISTRATION

(MBA)

Term-End Examination

June, 2024

MMPC–017 : Advanced Strategic Management

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : *Attempt any **five** questions. All questions carry equal marks.*

1. Identify and explain the features of corporate policy. Describe the determinants of the corporate policy which influence an organization.

P. T. O.

2. What is the nature and scope of various corporate strategies which have an impact on the performance of the organization ?

3. What do you understand by diversification ?
Discuss the advantages and disadvantages of diversification.

4. Elaborate on the costs and the risks associated with strategic alliances.

5. Explain the concept of a domestic firm. What advantages and disadvantages are faced by the domestic firm as compared to a Multinational Corporation (MNC) ?

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6. Why do MNCs tend to invest abroad ? Explain.

7. What is the role of Information Technology (IT) in implementing a strategy ? Discuss with the help of examples.