

MANAGEMENT

(Same for USOL Candidates)

Time Allowed : Three Hours

Maximum Marks : 80

Note: Attempt any five questions.

1. "A company's strategy is a blend of proactive initiatives and reactive adjustments". Discuss the statement. Why crafting and executing strategies are considered important? Explain the relationship between a company's strategy and its business model with the help of suitable examples drawn from industry. 4+4+8

Or

2. What is strategic management? Briefly discuss the evolution of strategic management and business policy. What are the different levels of strategic management? 4+4+8
3. How can "Five Force Model" be used to determine the nature and strength of competitive pressure in any industry? 16

Or

4. Managers must systematically analyse and diagnose the environment because any change of strategy is primarily affected by the environmental factors. Explain. 16
5. What are three Generic Competitive Strategies Michael Porter proposed to gain and sustain superior performance? Explain them with examples from Indian market. Explain with examples the terms Mission, Vision and Strategic Intent. 10+6

Or

6. Define Business Ethics. Discuss the various approaches to managing a company's ethical conduct. 2+14
7. What is a learning organization? "The 7s framework was developed by the consultants at the McKinsey to diagnose the causes of organizational problem and to formulate programs for improvement". Critically examine the McKinsey 7s framework. 8+8

Or

8. Write notes on :
- (i) Strategic Evaluation
 - (ii) Strategic Control
 - (iii) Operational Control. 8+4+4

9. Explain the new business models and strategies for internet economy. 16

Or

10. The top manager of a professionally-managed company was overheard as saying “I believe in being responsible only to my boss and the board of directors. Social Responsibility is their responsibility, not mine”. Do you agree? Why? How would you respond to a critic who says that TATA Group engages in Corporate Social Responsibility activities to enhance the reputation of TATA brand and thereby benefits economically from its social responsibility initiative? 10+6