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MS-91

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2024

MS-91 : ADVANCED STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. Discuss the nature and scope of corporate management and its role in non-business organizations, giving examples.
2. Compare and contrast Cadbury Committee Report with CII Report on Corporate Governance in the present context.

3. “The different market structures have different viewpoints with respect to competition.”

Elaborate the statement with respect to the market structures and sustainable competitive advantage.
4. What are the different steps involved in developing R & D strategy ? Discuss giving suitable examples.
5. Explain the concept and scope of business ethics and discuss it in the context of an organisation’s external environment.
6. Briefly discuss the following :
 - (i) Measurement of Corporate Social Responsibility (CSR)
 - (ii) CSR and Corporate Accountability

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7. Write short notes on any *four* of the following :

(a) Web-based Business Models

(b) Corporate Policy

(c) Social Audit

(d) Customer Defections

(e) Knowledge Management

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