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MS-91

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

June, 2025

MS-91 : ADVANCED STRATEGIC

MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Discuss the nature and extent of corporate management. What are the different approaches to corporate management ? Explain.
2. Examine the function of strategists in corporate management. Illustrate your answer with the help of examples.

3. Define Corporate Governance and discuss its need in the contemporary corporate scenario. Examine the relevance of Corporate Governance in the Indian context, citing examples.
4. Discuss the distinct perspectives on competition of different market structures within the framework of market structures and sustainable competitive advantage.
5. Elucidate the steps involved in developing an R & D strategy. Give examples to support your discussion.
6. Write short notes on any *four* of the following :
 - (a) The Narayana Murthy Committee on Corporate Governance
 - (b) The significance of corporate policy in ensuring efficient management
 - (c) Joint ventures
 - (d) Innovation and creativity
 - (e) Social Audit

7. Exploring strategic options for competing in the global market and evaluating their pros and cons, discuss the importance of companies expanding internationally.
8. Examine the factors that influence creativity and innovation. Give examples in support of your answer.

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