

**MANAGEMENT PROGRAMME
(MP)**

Term-End Examination

June, 2026

**MS-091 : ADVANCED STRATEGIC
MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100

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

1. Explain in detail the classification of company policy based on various parameters. Support your answer with examples.
2. (a) “The Board’s sense of purpose and direction will facilitate effective governance.” Do you agree with the aforementioned statement ? Justify.

(b) Examine the managerial functions of the Board of Directors.

3. What are the attributes of a dynamic market ? Examine briefly the strategic options in a fluctuating environment.
4. Discuss various methodologies for cultivating innovative firms, with the help of illustrative examples.
5. Write short notes on any *four* of the following :
 - (a) Ethics in the marketplace
 - (b) The responsibilities of a Chief Executive Officer
 - (c) Knowledge administration
 - (d) Partial Social Audit
 - (e) Narayana Murthy Committee on corporate governance
6. Write in brief on the Knowledge Management (KM) initiatives in Indian organizations.
7. What are the factors that constitute the Knowledge-conversion process ? Explain.

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