

**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore – 43**

**Master's Degree Examination- November 2018
III Semester**

**Class: II PG
Major: Business Administrations**

**Time: 3 hrs
Max. Marks: 60**

17MBAC17 – STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE

PART – A

10 X ½ = 5

Choose the Correct answer

1. An aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future is _____
a. Vision Statement b. Mission Statement c. Objective Statement d. Goal Statement
2. Monetizing an idea to make money with some method of operations is known to be
a. Strategy b. Scope c. Business model d. Business system
3. _____ involves identification and evaluation of all products or service groups offered by company on the market (so called product mix) and preparing specific strategies for every group according to its relative market share and actual or projected sales growth rate.
a. Structural Analysis b. Competitive Analysis c. Portfolio Analysis d. Value Chain Analysis
4. A condition or circumstance that puts a company in a favorable or superior business position is
a. Superior Power b. Organizational Capability
c. Portfolio Advantage d. Competitive Advantage
5. _____ is a profit center which focuses on product offering and market segment.
a. Separate Unit b. Strategic Business Unit c. Diversification d. None of the Above
6. Which strategy will be used by an organization that is in more than one line of business?
a. Business level strategy b. Contemporary strategy
c. Corporate level strategy d. None of the Above
7. Horizontal integration is concerned with
a. Production b. Quality c. Product planning d. All of the above
8. The major issue(s) of appraisal system is (are)
a. Factors of appraisal b. Relevance of appraisal
c. Procedure of appraisal d. All of the above
9. The corporate governance structure of a company reflects the individual companies.
a. Cultural and economic system. b. Legal and business system.
c. Social and regulatory system. d. All of the above
10. Under the _____, both internal and external corporate governance mechanisms are intended to induce managerial actions that maximize profit and shareholder value.
a. Shareholder theory.
b. Agency theory.
c. Stakeholder theory.
d. Corporate governance theory

PART – B

5 X 4 = 20 Marks

Answer all the questions

Answer should not exceed 200 words or one page

11. a) Write a brief note on Vision and Mission statement.
(Or)
b) What is Business Model and further bring out its significance.
12. a) With neat diagram brief Porter's Five Force Model.
(Or)
b) With neat diagram brief Balanced Score Card.
13. a) With neat diagram write a short note on GE model.
(Or)
b) Write a brief note on various functional level strategies.
14. a) Write a short note on Resource Planning and various methods of estimation the required resources.
(Or)
b) Bring out the essential steps for an effective change management process.
15. a) What is Corporate Governance? Bring out the issues in successful implementation and operation of Corporate Governance.
(Or)
b) Write a short note on norms of Business Ethics

PART – C

5 X 7 = 35 Marks

Answer all the questions

Answer should not exceed 600 words or 3 pages

Q. No 20 Compulsory

16. a) Describe the Scope of Strategic Management.
(Or)
b) Enumerate the Business Models adopted by Social Media Networks.
17. a) Explain Generic Business level strategies.
(Or)
b) With neat diagram describe BCG matrix.
18. a) Discuss the concept of Critical Success Factors.
(Or)
b) Bring out the characteristics of effective change agent leaders.
19. a) Write a brief note on any three theories of corporate governance.
(Or)
b) Bring out the common ethical issues exist in present business environment.

Compulsory:

20. Conduct a SWOT analysis for Reliance Jio 4G services in Indian market and analyze the strategic approach of reliance communication in this regard.