

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**December, 2015**

**MS-91 : ADVANCED STRATEGIC  
MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage 70%)*

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- Note :** (i) Attempt *any five* questions.  
(ii) *All questions carry equal marks.*
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1. Define corporate policy and identify its key features. Discuss the importance of corporate policy. 20
2. Explain the concept and nature of corporate strategy. Identify the major components and the various types of corporate strategy . 20
3. Briefly discuss the role of Board of Directors and highlight the major attributes of creating an effective Board. 20
4. Analyse the relevance of sustainable competitive advantage under various types of market structures. 20
5. Discuss the role of Information Technology (IT) in service organisations to improve service delivery. Give examples. 20

6. Discuss the trends and challenges in Knowledge Management with suitable examples. 20
7. (a) What do you understand by business ethics and its importance for business ? 20  
(b) Discuss business ethics and its relevance to external environment.
8. Write short notes on **any four** of the following : 20  
(a) Stakeholders and Ethics  
(b) Synectics  
(c) Benefits of Knowledge Management  
(d) Joint Ventures  
(e) Board Committees
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