

SECTION - B

2. Attempt any two parts of the following : $2 \times 6 = 12$

- (a) "A business policy is concerned with determination of future course of action". Explain.
- (b) Describe corporate strategic management and write its scope.
- (c) Write the elements of strategic management.

SECTION - C $4 \times 10 = 40$

Note :- Attempt all questions. Attempt any two part from each question.

3. (a) Discuss strategic management process.
- (b) Explain Mc Kinsy 7s framework.
- (c) Describe public sector enterprises and its role in economic development of the nation.
4. (a) Discuss objectives and Goals of a corporate organisation.
- (b) Describe role of strategic planning for multinational organisation.
- (c) Write various motives of non profit organisations.

5. (a) Write various environments of corporate organisation.
- (b) Explain environmental scanning.
- (c) 'Consideration for "Key success factors" while strategy formulation leads to success of organisation. Explain the sentence.
6. (a) Describe mission statement and its relevance in corporate strategic management.
- (b) Discuss strategic alliance and give reasons, why corporates prefer it?
- (c) Explain corporate Restructuring.
