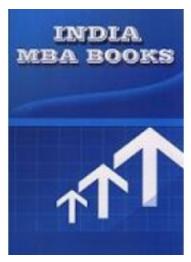
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■ MANAGEMENT PROGRAMME Term-End Examination

December, 2021

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Time: 3 hours Maximum Marks: 100

(Weightage 70%)

Note: (i) There are two Sections A and B.

- (ii) Attempt any three questions from Section-A which carries 20 marks each.
- (iii) Section-B is compulsory and carries 40 marks. SECTION A
- 1. (a) What are the various interrelated and interacting factors which influence the

corporate policy formulations?

- (b) Explain the features of a generic corporate policy.
- 2. Why is it necessary for business houses to have good corporate governance? Discuss giving examples.
- 3. What are the various approaches to global entry? Discuss the merits and demerits of each.
- 4. Discuss the preconditions for developing an effective R and D strategy. Also describe the steps involved in developing R and D strategy.
- **5.** Write short notes on **any four** of the following:
- (a) Dynamic environment
- (b) Approaches to corporate management
- (c) Customer defections
- (d) Intrapreneurship
- (e) Web-based Business Models

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