M.H.R.D. (Semester—IV) Examination
CORPORATE PLANNING AND STRATEGY
Paper—MHRD/405

Time : Three Hours] [Maximum Marks : 80

Note :—(1) Attempt **ALL** questions.

(2) Figures to the right indicate marks.

1. (A) Explain the term Internal Environment of an organization. 4

(B) How does Technological Environment affect a firm's business decisions ? Explain. 4

(C) Explain the importance of corporate planning. 4

(D) List the important Environmental Sectors for any organization with regard to Corporate Planning Activity. 4

OR

(E) Define the term "Mission". What characteristics should a Mission statement possess ? Comment. 4

(F) What effects does Market Environment have on any organization's business ? Explain. 4

(G) Explain SWOT analysis. 4

(H) Comment on the need for Corporate Planning for modern business organizations. 4

2. (A) Discuss the nature of corporate plan implementation so as to explain its essential nature. 16

OR

(B) Discuss the important issues involved in corporate plan implementation. 16

3. (A) What are the common excuses in preparation of Corporate Plan ? Elaborate. 4

(B) What are the significant issues that strategic control deals with ? Explain. 4

(C) What is 'Premise Control' ? Explain. 4

(D) What is 'Special Alert Control' ? Explain. 4

OR

(E) What is implementation control ? Explain. 4

(F) What is strategic surveillance ? Comment. 4

(G) Explain the following two types of operational control systems – Budgets and Schedule. 4

(H) What do you mean by key success factors as regards operational control ? 4

4. (A) Discuss Corporate Planning in Public Sector in India. 16

OR

(B) Bring out the role of Corporate Planning departments in business organizations. 16

5. (A) What is overall cost leadership ? Explain. 4

(B) State and explain the potential pitfalls of overall cost leadership strategy. 4

(C) What is the strategy of differentiation ? Explain. 4

(D) When should an International Strategy be adopted ? Explain. 4

OR

(E) Why do global firms avoid customizing their products ? 4

(F) What are horizontal mergers ? Explain. 4

(G) State and explain the reasons for cross-border mergers and acquisitions. 4

(H) State and elaborate upon the different forms of differentiation. 4