

2018

M. Com.

4th Semester Examination

Strategic Management and Corporate Governance

PAPER – COM – 401

Full Marks : 50

Time : 2 Hours

Use separate sheet for each Unit

Candidates are required to give their answers in their own words as far as practicable.

UNIT – I

1. Answer any two questions of the following: 5 X 2

- a. What do you understand by the term strategy?
- b. Elaborate the role of business level strategy.
- c. Briefly explain Ansoff Growth Matrix.
- d. Write short note on Value Chain Analysis.

2. Answer any one questions of the following: 10 X 1

- a) (i) Discuss the importance of organizational appraisal.
(ii) Highlight the different issues in strategic implementation. 5+5
- b) (i) Distinguish between strategy formulation and strategy implementation.
(ii) Distinguish between strategic control and operational control.

6+4

(Turn Over)

UNIT – II

3. Answer any two questions of the following: 5 X 2

- a. Elaborate the role of Board of Directors in the management of companies.
- b. Discuss the Anglo-American model of corporate governance.
- c. State the rights of shareholders.
- d. Define CSR. Why CSR is required – Justify.

4. Answer any one questions of the following: 10 X 1

- a) (i) Explain the term Corporate Governance.
(ii) Discuss the various components in corporate governance. 5+5
- b) State the procedure of CSR reporting in India.

(Internal Assessment :10 marks)