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PKC/PG/IVS/ON/COM-401/21

2021

M.Com

4<sup>th</sup> Semester Examination

Strategic Management and Corporate Governance

PAPER – COM - 401

Full Marks: 50

Time: 2 Hours

*The figures in the right-hand margin indicate full marks.*

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

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**UNIT- I**

*Answer any two of the following questions (2 X 10 Marks)*

1. Distinguish between industry analysis and organizational analysis. 10
2. Discuss briefly the factors affecting the choice of strategy. 10
3. Discuss the term 'strategy'. Explain its importance for organizations. (3+7) =10
4. Explain SWOT analysis with the help of an example. 10

**UNIT- II**

*Answer any two of the following questions (2 X 10 Marks)*

5. Discuss the role of Board of Directors in corporate governance. 10
6. State the relationship between investor protection and corporate governance. 10
7. Explain the concept of single board and dual board. Elaborate the term 'agency problem'. (5+5) = 10
8. What is CSR? Is CSR spending mandatory for Indian corporates? (3+7) = 10

*(Internal Assessment: 10 Marks)*

*(Send your answer script in PDF format to the email id - [pgcom@pkcollegecontai.ac.in](mailto:pgcom@pkcollegecontai.ac.in))*