

2019

M.COM

4th 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.

Illustrate the answers wherever necessary.

(Turn Over)

UNIT-I
(Marks : 20)

1. **Answer any TWO of the following:** **2x5**

- a) Discuss the generic strategies as given by Michael Porter.
- b) 'Environmental scanning acts as radar in the strategic management process.' Elaborate the statement.
- c) Explain the terms synergistic and non-synergistic diversification with the help of an example for each.
- d) What are the different ways of generating competitive advantage?

2. **Answer any ONE question of the following:** **1x10**

- a) (i) Make a comparison between corporate and business strategy.
(ii) Give a brief overview of the key issues in strategic implementation.
- b) (i) Explain industry analysis as given by Michael Porter. **5+5**
(ii) What do you understand by entry and exit barriers in the context of a business? **6+4**

UNIT-II
(Marks-20)

3. **Answer any TWO questions on the following: 2x5**
- a) Write down the objectives that corporate Governance seeks to achieve.
 - b) State the constituents of Corporate Governance.
 - c) Write a short note on Corporate Responsibility to the community around its location and to the society at large.
 - d) Differentiate between the managed corporation and the governed corporation.
4. **Answer any ONE of the following questions: 1x10**
- a) Discuss the recommendations of Kotak Committee on Corporate Governance. **10**
 - b) Explain the rights and privileges of shareholders in the context of Corporate Governance. **5+5**

[Internal Assessment Marks : 10]