

Roll No.....

Time allowed : 3 hours

Maximum marks : 100

Total number of questions : 8

Total number of printed pages : 3

PART — A

(Answer ANY TWO questions from this part.)

1. (a) Describe the process of strategic management. (8 marks)
- (b) Explain how 'gap analysis' guides the choice of an appropriate strategy. (8 marks)
- (c) "General objectives and specific objectives have different perspectives." Explain. (4 marks)

2. (a) State, with reasons in brief, whether the following statements are true or false :
 - (i) Strategy formulation is largely an intellectual process whereas strategy implementation is more operational in character.
 - (ii) 'Organisational development' (OD) is a continuing process of short-term organisational improvement.
 - (iii) Vision and sense of the future are an inherent part of strategic management.
 - (iv) In cash cow segment of BCG matrix, market growth rate is high and relative market share is also high.
 - (v) A strategy is a course of action created to achieve long-term goal. (2 marks each)

- (b) Define the following terms (*in not more than two sentences*) :
 - (i) Decision Support System (DSS)
 - (ii) Operational planning
 - (iii) Impact analysis
 - (iv) Fishery value chain
 - (v) Socio-cultural environment. (1 mark each)

- (c) Explain the pre-requisites of an effective management information system (MIS). (5 marks)

3. (a) List out the key performance indicators in the manufacturing and production operations for an automotive firm producing cars.
(10 marks)
- (b) State the major ingredients of a successful change process in an organisation.
(5 marks)
- (c) What are the pre-requisites for effective internal audit of an organisation ?
(5 marks)

PART — B

(Answer ANY ONE question from this part.)

4. (a) "Alliance strategy must be integrated into the overall corporate strategy and articulated in the strategic plan with a process for implementation." Justify.
(10 marks)
- (b) What are the key obstacles to the success of a cross-organisational relationship in cross-cultural alliances ? Explain.
(6 marks)
- (c) "Managing an alliance is a relatively new art." Comment.
(4 marks)
5. Write notes on the following :
- (a) Activities/sectors where FDI is prohibited
 - (b) Equity joint venture
 - (c) Contractual joint venture
 - (d) Overseas investment by a registered trust.
- (5 marks each)

PART — C

(Answer ANY TWO questions from this part.)

6. (a) Explain the theory of 'comparative advantage'.
(5 marks)
- (b) Mention the basic principles of trading system.
(5 marks)
- (c) What are the objectives of trade policy review ?
(5 marks)
- (d) State the major provisions of declaration adopted at the Ministerial Conference held in Geneva.
(5 marks)
7. (a) Elucidate the tariff and non-tariff barriers in international trade.
(10 marks)
- (b) Write a note on 'margin of dumping'.
(5 marks)
- (c) What are 'rules of origin' and why are they considered to be an essential part of trade rules ?
(5 marks)
8. (a) Define the term 'subsidy' under subsidies and countervailing measures (SCM) agreement. Discuss in brief the different categories of 'subsidies'.
(10 marks)
- (b) Explain the concept of 'financial contribution' involved in the subsidies and countervailing measures (SCM) agreement.
(5 marks)
- (c) Under WTO dispute settlement process, who can be called to serve on a panel constituted after the failure of consultation process ?
(5 marks)