

Roll No.....

Time allowed : 3 hours

Maximum marks : 100

Total number of questions : 8

Total number of printed pages : 4

PART — A

(Answer ANY TWO questions from this part.)

1. (a) State, with reasons in brief, whether the following statements are true or false :
- (i) Retrenchment implies downsizing of business.
 - (ii) 'Organisation culture' is the same as 'corporate culture'.
 - (iii) Environmental analysis consists of internal analysis and not external analysis.
 - (iv) In the BCG Matrix, 'question mark' relates to high projected growth rates and low market standing in the product.
 - (v) McKinsey framework shows that there is a multiplicity of factors which influence an organisation's ability to change.
- (2 marks each)*
- (b) Explain the following terms :
- (i) Enterprise resource planning
 - (ii) Strategic change
 - (iii) Business process re-engineering (BPR)
 - (iv) Risk return trade-off
 - (v) Expert systems.
- (2 marks each)*
2. (a) How does a firm's vision and mission help achieve organisation's goals ?
- (5 marks)*
- (b) Are inter-firm and intra-firm comparisons relevant to audit ? Explain.
- (5 marks)*

- (c) What do you mean by 'strategic group mapping' ? (5 marks)
- (d) Discuss the reasons underlying resistance to change. (5 marks)
3. (a) Explain enterprise risk management ? (2 marks)
- (b) Explain strategic change management. (6 marks)
- (c) "Performance measurement includes the objective and subjective assessment of the performance of an organisation and its sub-unit." Discuss. (10 marks)
- (d) Explain control and risk self assessment (CRSA) procedure ? (2 marks)

PART — B

(Answer ANY ONE question from this part.)

4. (a) Explain the difference between 'strategic alliance' and 'joint ventures'. (4 marks)
- (b) (i) What are the distinguishing characteristics of a strategic alliance ? (3 marks)
- (ii) Mention the different forms of a strategic alliance. (3 marks)
- (iii) What are the key success factors which may be kept in mind while managing a strategic alliance ? (4 marks)
- (c) Explain tying arrangements. (6 marks)

5. (a) What are the important steps for good alliance creation and management ?
(10 marks)
- (b) Write notes on the following :
- (i) FDI in retail
 - (ii) Grant-back provisions.
- (5 marks each)

PART — C

(Answer ANY TWO questions from this part.)

6. (a) Write a note on settlement of disputes under WTO.
(5 marks)
- (b) What is the major role of European Union ?
(3 marks)
- (c) What do you understand by the term 'plurilaterals' ? State the four plurilateral agreements.
(4 marks)
- (d) State the different types of 'specificity' that comes within the ambit of subsidies and countervailing measures (SCM) agreement.
(4 marks)
- (e) What do you understand by the term 'margin of dumping' ?
(4 marks)
7. (a) Why was South Asian Free Trade Area (SAFTA) created and what objectives has it achieved ?
(5 marks)
- (b) "Most favoured nation status does not always mean equal treatment. It is often used to favour selected member countries." Comment.
(5 marks)

(c) Elucidate the tariff and non-tariff barriers in international trade.

(10 marks)

8. (a) What is the place of TRIPS agreement in the multilateral trading system ?

(10 marks)

(b) Explain how the Dispute Settlement Understanding (DSU) has addressed the flaws of GATT (General Agreement on Tariffs and Trade) system.

(10 marks)

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