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)
3. (a) Explain enterprise risk management?
(b) Explain strategic change management.
(c) "Performance measurement includes the objective and subjective assessment of the performance of an organisation and its sub-unit." Discuss.
(d) Explain control and risk self assessment (CRSA) procedure?

PART — B
(Answer ANY ONE question from this part.)
4. (a) Explain the difference between 'strategic alliance' and 'joint ventures'.
(b) (i) What are the distinguishing characteristics of a strategic alliance?
(ii) Mention the different forms of a strategic alliance.
(iii) What are the key success factors which may be kept in mind while managing a strategic alliance?
(c) Explain tying arrangements.
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)