



## SECTION – II

- Q-4**      **Define the following:**      **(07)**
- a.** Strategic Group.      **01**
  - b.** Merger.      **01**
  - c.** Vertical acquisition.      **01**
  - d.** Restructuring.      **01**
  - e.** Organisational Controls.      **01**
  - f.** Core Competency.      **01**
  - g.** Balance Score card
- Q-5**      **(14)**
- Explain the relation between strategy & Structure in detail.
- OR**
- Q-5**      **(14)**
- Explain uses of three version of M form structure.
- Q-6**      **(14)**
- Explain in detail SWOT analysis in detail.
- OR**
- Q-6**      **(14)**
- Write a Detailed note on “Corporate Social Responsibility.

