

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)**

**II MBA III Semester Regular/Supplementary Examinations, January, 2023**

**CORPORATE STRATEGY AND BUSINESS ETHICS**

**Time: 3 Hrs**

**Max. Marks: 60**

**Answer any Five questions  
All questions carry EQUAL marks  
Question No. 8 is Compulsory**

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|----|----|---|-----------|
| 1. | a) | What is Strategic Management? Explain the process of strategic management.                          | <b>6M</b> |
|    | b) | What is Mission? Explain key elements in developing a mission statement.                            | <b>6M</b> |
| 2. | a) | What do you mean by Environmental analysis? Discuss components of a company's external environment. | <b>6M</b> |
|    | b) | Explain the importance of SWOT Analysis.  | <b>6M</b> |
| 3. | a) | Explain in detail each of the following corporate level strategy with suitable example.             | <b>6M</b> |
|    |    | a) Stability  |           |
|    |    | b) Growth   |           |
|    |    | c) Retrenchment   |           |
|    |    | d) Combination  |           |
|    | b) | What is GE nine cell model? Explain with example.   | <b>6M</b> |
| 4. | a) | Explain the Strategy Implementation process?  | <b>6M</b> |
|    | b) | Examine the relationship between Strategy Formulation and Strategy Implementation?                  | <b>6M</b> |
| 5. | a) | What is Strategy Evaluation?  | <b>6M</b> |
|    | b) | Examine the Process and Criteria for Strategy Evaluation?   | <b>6M</b> |
| 6. | a) | What do you mean by business ethics and its types.  | <b>6M</b> |
|    | b) | Explain the eight steps in Ethical decision making.   | <b>6M</b> |
| 7. | a) | How can ethics and social responsibility be integrated into a firm's marketing strategy? Elaborate. | <b>6M</b> |
|    | b) | Discuss any four specific ways in which HR management can influence ethical behavior at work.       | <b>6M</b> |

8.

**CASE STUDY:**

**12M**

Satyam Computers Limited (Satyam) was a leading global business and information technology (IT) services company, delivering consulting, systems integration and outsourcing solutions. It began its journey with 20 employees in 1987 and grew to become the fourth-largest software company in India with a market capitalization of Rs.15,262 crs. Over a period of two decades, the company built a highly skilled employee base of 53,000 and was on attractive IT outsourcing destination for a number of multinational companies across the world. It was given the Golden Peacock Global Award twice for its excellence in corporate governance in 2002 and 2008 by the world council for corporate governance. The golden peacock global award was one among the several honors received by Satyam for corporate governance. It rated the company with best corporate governance practices by investor relations global rankings (IRGR) in 2006 and 2007 in the investigation, Ramalinga Raju (Raju) founder and chairman of Satyam confessed fudging the accounts books of the company to the tune of Rs.7,800 core. After the government changed the management, Satyam was taken over by Tech Mahindra (TechM) and was renamed Mahindra Satyam (Msat). It addressed the customers and employees' issues very effectively; yet, even after a year of the takeover, Msat continues to face a hoard of legal and financial hurdles in stabilizing the business. Lack of re-instated financial statements has been posing tough situations for Msat to bag contracts. The Satyam saga poses a question whether the government should bailout such companies when they reach a dead end due to financial bankruptcy or moral bankruptcy resulting in financial bankruptcy endangering the very economic and corporate image.

**Questions:**

- (a) What are the ethical violations of corporate governance in the case?
- (b) How can you prevent these kinds of ethical violations, suggest some code to stop these kinds of practices?