

**Code: 14E00410**

MBA IV Semester Regular & Supplementary Examinations May 2017

**CORPORATE INFORMATION MANAGEMENT**

(For students admitted in 2014 & 2015 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

Answer the following: (05 X 10 = 50 Marks)

- 1 What is meant by environmental analysis? Explain the procedure of conducting environmental analysis.  
**OR**
- 2 Explain different kinds of business risk. Elucidate the process of evaluating business risk.  
**OR**
- 3 Suggest key strategies to promote innovation in business.  
**OR**
- 4 Explain in detail the significance of network business models.  
**OR**
- 5 Discuss the merits and demerits of outsourcing in business.  
**OR**
- 6 Elucidate impact of internet on business.  
**OR**
- 7 Explain about various stages of Nolan model.  
**OR**
- 8 What are the challenges of maintaining relationship with outsourcing agencies? Give suggestions to overcome those challenges.  
**OR**
- 9 Explain about various stages of project management.  
**OR**
- 10 Discuss the challenges and opportunities of using R&D and technology as strategic tools in the development of business.

**SECTION – B**

(Compulsory Question)

01 X 10 = 10 Marks

**11 Case study:**

ABC retail super market is a well known brand among its customers in the recent time, it has identifies that all its competitors along with brick and mortar model of business also adapting to the E-retail model. Hence they decided to appoint a consultant to develop a unique E-retail model to retail their leadership position also in the E-retail market.

**Question:**

If you are appointed as a consultant, how will you deal with this assignment?

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