

Q.P. Code :02328

[Time: 2.30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Figures to the right indicate marks.
  2. All questions are compulsory.

- Q.1. Attempt the following question (Any 02) 15**
1. Write a note on strategic plan.
  2. State the importance of vision in a business unit
  3. What are the features of strategic management

- Q.2. Attempt the following question (Any 02) 15**
1. Write a note on business environment
  2. State the different types of finance strategy.
  3. Elaborate on stability strategy

- Q.3. Attempt the following question (Any 02) 15**
1. State the steps in implementation of a strategy
  2. What are the tools and techniques for strategic analysis
  3. Write a note on marketing strategy

- Q.4. Attempt the following question (Any 02) 15**
1. Write a note on human resource strategy
  2. Elaborate on steps in strategy evaluation
  3. Write a note on Feedback

- Q.5. Case study 15**

#### **Individualism-Collectivism and Its Effects on Consumer Behaviors**

This refers to "the relationship between the individual and the collectivity that prevails in a given society" (Hofstede 1980). It is reflected in the way people live together, and is intimately linked to societal norms (Hofstede 1980). Individualism pertains to societies where ties between people are loose, and everyone is expected only to look after himself or herself and his or her immediate family. Collectivism on the other hand, refers to societies in which people are integrated into strong, cohesive in groups, which throughout people's lifetime continue to protect them in exchange for unquestioning loyalty (Hofstede 1991).

There are value implications involved here. For example, in some cultures, individualism is widely accepted and seen as a blessing, while in other cultures, they regard individualism as alienating and as a character flaw. The focal issue involved here is the element of self-concept, and this differs across Western and Asian cultures (Hofstede 1980). For instance, the Chinese have a word *ren* for "man" to describe a "human constant". This refers to the individual himself, and his societal and cultural surroundings which make his existence meaningful.

There is reason to believe that Hofstede's model can be used in assessing differences among consumption behaviors. This is because different cultural values, customs, as well as religious beliefs can be adequately captured by the dimensions named in Hofstede's model.

#### **Attempt the following questions 15**

1. Write a note on corporate culture.
2. Do a SWOT analysis of the above case