



13. (a) Elaborate the component of Corporate Directional Strategies.

Or

(b) Explain the concept of Balance score card.

14. (a) Explain various primary measures for Corporate Performance.

Or

(b) Explain the strategy implementation process in different organizational stages/structures.

15. (a) Elaborate the Organizational Design for Corporate Entrepreneurship.

Or

(b) Explain the steps in strategic decision-making process for entrepreneurial ventures.

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