

MBAC 2005/
MBLF 3001

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

Second Semester

General/Marketing/Finance/IB/HRM/RM/Tourism

STRATEGIC MANAGEMENT

(2012-13 batch onwards)

Time : Three hours Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the features of strategy.
2. What are the differences between SHRM and HRM?
3. What are the types of HR strategy?
4. What are the reasons for formulating strategy?
5. What are the types of expansion strategy?

6. What are the phases of strategy implementing process?

7. Write about 'benchmarking'.

8. Write about organizational design and change.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain the models of strategic HRM.

10. Write the steps in the strategic management process.

11. Explain the levels of strategy.

12. Write in detail about SWOT analysis.

13. Explain the values that support successful strategic Planning.

14. Explain the types of stability strategy.

15. Explain the phases and levels of organizational change.

16. Write your views on strategic management in Indian Software companies.

2

MBAC 2005/
MBLF 3001

PART C — (1 × 20 = 20 marks)

Compulsory

17. The Gujarat Cooperative Milk Marketing Federation (GCMMF) is India's largest food marketing body and is the apex body of milk cooperatives in Gujarat. Amul, promoted by GCMMF entered into the areas of ice creams, curd, paneer, cheese and condensed milk in 1996, based on the recommendations of IMRB, which conducted a consumer survey to identify the products that customers wanted from Amul. In 1999, Amul launched its branded 'yoghurt' and entered the instant coffee market in 2001 through a tie-up with Tata coffee.

Many multinational food corporations, backed by liberalization and economic reforms in the country, flooded the Indian market with a variety of food products, thereby forcing a change in the lifestyles and food tastes of the people in India. Amul took advantage of this by introducing its branded 'pizzas' into the market, thereby diversifying its portfolio. In 2001, Amul launched pizzas in the Indian market in the Rs.20-25 price range. This price was significantly lower than those of Pizza Hut and Domino's.

Write your views.

3

MBAC 2005/
MBLF 3001