

MBA C 2005

M.B.A. DEGREE EXAMINATION, JUNE 2014.

Second Semester

General, Finance, Marketing, HRM, IB, RM, Tourism,
OSCM, IM, HM

STRATEGIC MANAGEMENT

(2012 – 13 Batch onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Write the meaning of
 - (a) Mission
 - (b) Vision and
 - (c) Objectives.
2. What do you mean by Goals? Describe their types.
3. Enumerate the divisional structure of Strategic Business Unit.
4. What are the components of 7-S framework?

5. In what way the strengths and weakness of an organisation should be measured?
6. List out the Strategic Financial issues for a company you are familiar with.
7. What must be done by the functional managers at the time of Strategy implementation?
8. Describe the overview of evaluation and control process in Strategic Management.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Describe the steps involved in Corporate Planning.
10. Explain the Strategic Management process.
11. What are the different types of Environments that a firm faces?
12. What is the criteria used to determine the corporate strengths and weaknesses?
13. How can value chain analysis be used to identify corporate strengths and weaknesses?

14. Describe the various factors that differentiate the various stages of a company for strategy implementation.
15. Explain the various Functional level Strategies adopted in an organisation.
16. Elucidate the various techniques of strategic evaluation and control.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. From your opinion, give Checklist and Formats for functional areas to analyse and evaluate strengths and weaknesses of an organisation.
