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?
PART C — (1 x 20 = 20 marks)

15. Describe and evaluate the various techniques of strategy implementation.

16. Evaluate the various functional level strategies adopted in an organisation.

17. From your opinion, give checklist and formats for corporate strengths and weaknesses.

18. How can Value chain analysis be used to identify a firm's core competencies or strategic assets?

19. What are the different types of environments that firms face?

20. What is the criteria used to determine the different firm's environments?


22. Describe the steps involved in Corporate Planning.

Part B — (6 x 10 = 60 marks)

23. Answer any FIVE questions.

24. What must the role of evaluation and control be in the process of strategy implementation?

25. What are the strategic financial issues for a company you are familiar with?

26. In what way the strengths and weaknesses of an organisation should be measured?