



Reg. No. :

Name :

IV Semester M.B.A. (Full Time) Degree Examination, July 2009
(2006 Scheme)
STRATEGIC MANAGEMENT
(Common with VI Semester M.B.A. (Part-time))

Time : 3 Hours

Max. Marks : 60

PART – A

Write short notes on **any five** questions. **Each** question carry **equal** marks.
(5×3=15 Marks)

1. Strategic management.
2. Mission.
3. Portfolio analysis.
4. Social audit.
5. Corporate planning.
6. Globalization of business.
7. Collaboration.
8. Strategic alliance.

PART – B

Answer **any three** questions elaborately. **Each** question carry **equal** marks.
(3×10=30 Marks)

9. Distinguish between strategic decisions and tactical decisions.
10. Detail the steps in the strategic planning process.
11. Critically evaluate the strategies followed by an MNC families to you.
12. Illustrate the financial and non-financial strategic performance measurement tools. Explain the limitations of each tool.
13. Why do corporates diversify ? Examine the relative merits and demerits of diversification.

PART – C (CASE)

(1×15=15 Marks)

14. Discuss the factors that determine the profitability of an Industry. If your company is the leader in that industry, what strategy would you follow ? Why ?