

**MPL-603**

**RMB-03**

**M.Phil. DEGREE EXAMINATION –  
JUNE, 2006**

**Management**

(For candidates admitted in AY-2005-06)

**STRATEGIC MANAGEMENT FOR BUSINESS**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

Each question carries equal marks.

1. Explain the BCG product portfolio matrix.
2. What is SWOT analysis?
3. What are the factors which determine the organisation creativity?
4. Why are products repositioned?
5. What is meant by empowerment of employees?

**PART B — (4 × 15 = 60 marks)**

Answer any **FOUR** questions.

Each question carries equal marks.

6. How one can analyse the risk factors in a Mutual Fund?
7. How to motivate employees to achieve the company goal and objectives?
8. What are external and internal environmental factors, one envisages in global marketing?
9. What is meant by competitive strategy? How should an organisation set about determining its competitive strategy?
10. How might an organisation tackle the problem of long range forecasting?
11. What benefits are to be gained from employing market segmentation?
12. Write short notes on :
  - (a) Lease financing
  - (b) Competency mapping
  - (c) Outsourcing.