

Code: 12E01301

MBA (Finance) III Semester Regular & Supplementary Examinations November/December 2017

BUSINESS POLICY & STRATEGIC MANAGEMENT

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Briefly explain the process for developing a strategic vision and objectives.
- 2 Evaluate the competitive analysis and competitive capabilities.
- 3 Define the formulation of strategy at various functional levels to meet the goals of a specific industry and company.
- 4 Define the market life cycle model.
- 5 Define the role of a strategy and leadership for competing global markets.
- 6 Define the strategic Mergers and acquisitions.
- 7 Define the concentric and conglomerate diversifications.
- 8 Define the strategic information systems in India context.
