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Register Number :

6773

Name of the Candidate :

M.B.A. DEGREE EXAMINATION DECEMBER 2013.

(HUMAN RESOURCE MANAGEMENT)

(SECOND YEAR)

260 — STRATEGIC MANAGEMENT

(Common with MBA (MM) and MBA (FM))

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions.

(5 × 3 = 15)

All questions carry equal marks.

1. Define strategic management.
2. What do you understand from the term diversified company?
3. How will you determine strategic thrust?
4. Define customer analysis.
5. Define forecasting.
6. Explain in short about the concept of Mckinsey system.
7. Define joint venture.
8. How will you identify core competence?

SECTION B

Answer any THREE questions.

(3 × 10 = 30)

All questions carry equal marks.

9. Distinguish in detail about strategic vision and business vision.
10. What are the various corporate level strategies?
11. What are the determinants of strategic option?
12. Write a detail note on corporate restructuring.
13. Based on what factors you will identify the core competence?

SECTION C**Answer any ONE question.****(1 × 15 = 15)**

14. What are the various tasks of strategic management?
15. Discuss in detail about PEST analysis in a business.
16. Write in detail note about global competitive advantage.

SECTION D**(Compulsory)****(1 × 15 = 15)**

17. Uncertainty in business environment – Discuss with a real time example.
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