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6874

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.

(HUMAN RESOURCE MANAGEMENT)

(SECOND YEAR)

260 — STRATEGIC MANAGEMENT

(Common with M.B.A. (MM) AND M.B.A. (FM))

Time : Three hours

Maximum : 75 marks

SECTION A

(5 × 3 = 15)

1. Write short notes on any FIVE:

- (a) Strategic vision
- (b) Diversified company
- (c) Strategic intent
- (d) BCG matrix
- (e) Six sigma
- (f) Corporate structure
- (g) Resource audit
- (h) Value chain analysis.

SECTION B

Answer any THREE questions.

(3 × 10 = 30)

- 2. Examine the process of strategic management.
- 3. Discuss Customization Vs. Standardization.
- 4. What is Industry analysis? What are its components?
- 5. Explain the issues involved implementation of corporate restructuring.
- 6. What are the advantages in core competence?
- 7. Explain retrenchment strategies.

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

8. Distinguish between vision and mission. Explain the role of mission in strategy formulation.
9. Explain in brief enterprise resource planning.
10. Discuss the various steps involved in strategic alliance.

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

11. Case study:

What was the major strategic drawbacks of kingfisher airlines? What was the vital reason for its dropdown? Consider the strategic issues and justify it.

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