

Total No. of Pages: 1

6780

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015

(INTERNATIONAL BUSINESS)

(SECOND YEAR)

250: GLOBAL STRATEGIC MANAGEMENT

Time: Three hours

Maximum: 75 marks

SECTION - A

Answer any FIVE questions

(5 × 3 = 15)

1. What is meant by strategic vision?
2. When a company is named as diversified company?
3. Define strategy formulation.
4. Define competitive analysis.
5. What is uncertainty?
6. Define industry analysis.
7. Write a short note on corporate resource planning.
8. What is meant by Value chain analysis?

SECTION - B

Answer any THREE questions

(3 × 15 = 45)

9. How will you understand a company strategy? Explain it?
10. What are the ways do you know to identify competitor's strength and weakness?
11. Give any five difference between corporate level strategy and Business level strategy.
12. How will you implement strategy? What are the process to be followed while implementing strategy?
13. What are the environmental Factor's affecting business?

SECTION - C
COMPULSORY

(1 × 15 = 15)

14. Write about the bases of Competitive advantage, positioning competitive advantage and competitive intelligence system.

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