

Total No. of Pages: 2**6874**

Register Number

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015**(HUMAN RESOURCE MANAGEMENT)****(SECOND YEAR)****260: STRATEGIC MANAGEMENT****(Common with M.B.A Marketing Management and
M.B.A Financial Management)**

Time: Three hours

Maximum: 75 marks

SECTION-A**(5×3=15)****Answer any FIVE questions**

1. What is Strategic Decision Making?
2. What are Stability Strategies?
3. How would you build Strategic Flexibility?
4. Define the term 'Segmentation'.
5. What do you mean by Industry Analysis?
6. What do you mean by Continuous Improvement?
7. Define Joint Venture.
8. What is Global Competitive Analysis?

SECTION-B**(3×10=30)****Answer any THREE questions**

9. Differentiate :
 - a) Strategic Vision from Financial Vision
 - b) Strategic Objectives from Financial Objectives
10. State the importance of:
 - a) Customisation
 - b) Standardisation
11. Write short notes on:
 - a) Market Analysis
 - b) Profitability analysis
12. With the help of a neat sketch explain BCG matrix.
13. How can an organisation survive and grow on its core competence? Explain with suitable examples.

6874

2

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

14. Explain the process involved in Strategic Management.
15. Elaborate the process involved in Strategy formulation.
16. Describe the PEST analysis with the help of an organisation of your choice.

SECTION-D**(1×15=15)****[Compulsory]**

17. KingTV is a Karnataka based Television channel meant for Kannada viewers. They thought of taking over Queen TV which is popular in Kerala meant for Malayalam viewers.
 - i) What is this process called as?
 - ii) How can they engage in this process?

www.FirstRanker.com