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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015**(HOTEL MANAGEMENT AND TOURISM)****(SECOND YEAR)****230: STRATEGIC MANAGEMENT**

Time: Three hours

Maximum: 75 marks

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

1. Define strategic planning.
2. What do you mean by economics of scale?
3. What do you mean by corporate strategy?
4. Define business plan strategy.
5. Write short note on core competence.
6. Write short note on balanced scorecard.
7. What do you mean by triangular merger?
8. Define culture.
9. Define ethics.
10. Write short note on social audit.

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

11. Give a detailed note on PEST.
12. Explain the process of strategic management.
13. Explain cross border merger and acquisitions.
14. Explain the reasons for joint venture in the present context.
15. Write a detailed note on the turn key and non-turn key process.

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

16. Explain the BCG matrix.
17. Discuss the various classifications of corporate strategies.
18. Explain the five stages or levels in the organizational life cycle.

**SECTION - D
COMPULSORY****(1 × 15 = 15)**

19. "Corporate social responsibility distracts from the fundamental economic role of businesses". Contradict the statement and give your answer.

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