

## THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2014

Management

BUS 3C 18—STRATEGIC MANAGEMENT

(2013 Admissions)

Time : Three Hours

Maximum : 36 Weightage

**Part A***Answer all the questions.**Each question carries 1 weightage.*

1. Differentiate between business policy and strategy.
2. What is Strategic drift ?
3. What is corporate governance ?
4. What is a capability sourcing map ?
5. What is concentration strategy ?
6. What is business process reengineering ?

(6 × 1 = 6 weightage)

**Part B***Answer any six questions.**Each question carries 3 weightage.*

7. Explain the four steps involved in the process of strategic choice.
8. What are the major characteristics of an effective strategy evaluation system ?
9. Discuss the role of functional policies and plans in strategy implementation.
10. Discuss the evaluation of organisational structure through different stages.
1. Explain Porter's value chain approach.
2. Explain the guidelines to make competitive advantage more sustainable.
3. Describe a strategy for stagnant or declining markets with its merits and demerits.
4. Discuss the linkage between organisation life cycle, corporate objectives and strategy.

(6 × 3 = 18 weightage)

**Part C***Answer any two questions.**Each question carries 6 weightage.*

15. Explain the strategic management process. Elaborate SMP in terms of a strategic management model.
16. Compare and contrast BCG matrix and GE matrix with their present suitability in the global competition.
17. Select a high-profile industry and identify the major competitor and analyse the type of corporate level strategies being used by different firm with in that industry.

(2 × 6 = 12 weightage)