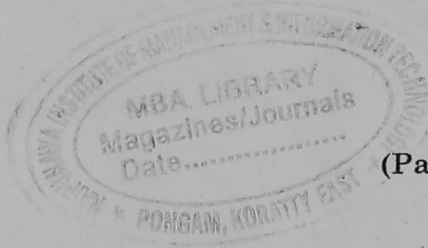


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Name.....

Reg. No.....

**FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, APRIL 2014**

(2010 Scheme)

**MBA 4.2—STRATEGIC MANAGEMENT**

Time : Three Hours

Maximum : 36 Weightage

**Part A**

*Answer the following.*

*Each question carries 1 weightage.*

1. What is a vision statement ?
2. What are the reasons for organizational appraisal?
3. Enumerate the issues involved in behavioural implementation of strategy?
4. Write a note on contingency planning.
5. What is balanced score card ?
6. What is turnaround strategy ?

(6 × 1 = 6 weightage)

**Part B**

*Answer any six of the following.*

*Each question carries 3 weightage.*

7. Write a note on the difference between tactics and strategy.
8. Enumerate the constituents of the micro environment of business.
9. What is TWOS matrix ?
10. Write a note on the issues in strategy implementation.
11. "Strategic control is of no use if operational implementation is in place"—Comment.
12. Write a note on the role played by LPG on strategic decisions in business.
13. Explain the benefits and relevance of strategic management in this IT era.
14. How can using politics to overcome obstacles to change and to resolve conflict help to implement strategic change ?

(6 × 3 = 18 weightage)

**Part C**

*Answer any two of the following:  
Each question carries 6 weightage.*

15. If a related company begins to buy unrelated businesses, in what ways should it change its structure or control mechanisms to manage the acquisitions ?
16. Develop a BCG matrix for any company with SBU in the Indian context.
17. Discuss what long term strategies will you take about the following products:
  - (a) Educational products.
  - (b) Construction equipments.
  - (c) Tablet computers.

(2 × 6 = 12 weightage)