

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2015

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. What is strategic intent?
2. What information does an ETOP contain?
3. What is organisational appraisal?
4. What is a combination strategy?
5. What is conglomerate diversification?
6. What is a matrix structure of an organisation?

(6 × 1 = 6 weightage)

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

7. Briefly review the role of organisational systems in strategic evaluation.
8. How does the development of functional plans and policies take place?
9. Write a descriptive note on the importance of leadership style in strategy implementation.
10. Discuss the implications for structure if organisational growth is viewed in terms of stages of development.
11. What are the procedural implementation issues are to be considered if a company wishes to?
12. Describe the essential characteristics of a mission statement.
13. Describe the different levels at which strategy operates. How it can be integrated?
14. What are the different factors which affect the process of environmental appraisal?

(6 × 3 = 18 weightage)

Turn over

Part C

Answer any two questions.

Each question carries 6 weightage.

15. Explain the scheme of grand strategies at the corporate level proposed by Willian Glueck with examples.
16. Critically comment on the use of corporate portfolio analysis for examining the objective factors involved in exercising a strategic choice.
17. Describe the market location strategies employed by firms. Highlight the approaches to be used in each of the different types of such tactics.

(2 × 6 = 12 weightage)