

MBAC 2005

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Second Semester

General (Common)

STRATEGIC MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Describe the Henry Mintzberg approaches of decision making.
2. Explain the functions of functional level strategies.
3. What are the various techniques of scanning used by the organizations?
4. Discuss the three basic types of retrenchment.
5. What is Merger? Discuss its type.
6. Why the financial strategic are needed?

7. Analyse the impact of strategy elements on R and D management.
8. How do you classify strategic controls?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions

All questions carry equal marks.

9. Elaborate the different levels of strategy.
10. Describe the various forces of economic environment.
11. Identify and explain generic competitive strategies.
12. Discuss the commonly used sales promotion tools in India.
13. What is environmental scanning? Describe the SWOT analysis to it.
14. Examine the different kinds of strategic alternatives in the strategic planning process.
15. Explain the process of strategy implementation.
16. Discuss the various techniques used in strategic evaluation.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Identify the mission, vision, goals of the organization you are interested and also identify the achievements and future plans of that organization.
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