

260 - Strategic Management – Model Paper

Register Number :

Name of the Candidate :

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M.B.A. DEGREE EXAMINATION, 2013

(HUMAN RESOURCE MANAGEMENT)

(SECOND YEAR)

(PAPER - XIV)

260. STRATEGIC MANAGEMENT

*(Common with M.B.A. [Marketing Management]
and
Financial Management)*

May] [Time : 3 Hours

Maximum : 75 Marks

SECTION – A (5 × 3 = 15)

Answer any FIVE questions.

ALL questions carry EQUAL marks.

1. What are the steps in Strategic Management Process?

2. What are the uses of balanced score card?

Turn Over

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3. Draw the diagram of Porter's five force model.
4. What is benchmarking?
5. Differentiate between merger, acquisition and takeover.
6. What is a niche market?
7. State any three long term objectives of a company known to you.
8. What are marketing strategies?

SECTION – B (3 × 10 = 30)

Answer any THREE questions.

ALL questions carry EQUAL marks.

9. What are the characteristics of strategic management?
10. Write the vision and mission statements of a company of your choice. Relate these statements with their strategies.
11. Prepare SWOT analysis for a company of your choice.

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12. Discuss strategic alliance and collaborative relationship strategies with illustration.
13. Discuss the Corporate Social Responsibility of a company of your Choice.

SECTION – C (1 × 15 = 15)

Answer any ONE question.

14. Prepare a strategic plan for a company known to you.
15. Prepare value chain analysis for a company known to you.
16. Discuss the functional strategies adopted by a company known to you.

SECTION – D (1 × 15 = 15)

(Compulsory)

17. Discuss the structure, leadership and culture of a company of your choice, which helps in implementing their strategies?