

Fourth Semester MBA Degree Examination
May 2009

BUSINESS ADMINISTRATION
Paper 401 : Strategic Management

Time : 3 Hours

Max. Marks : 75

SECTION A (1x15=15)
(Compulsory)

1. "Strategic management deals with decision making and actions which determine an enterprise's ability to excel and survive by making the best use of resources in dynamic environment". Explain.

SECTION - B (5x9=45)

Answer any FIVE of the following. Each question carries 9 marks.

2. Mergers may serve managerial interests more than the interest of share holders. Do you agree with this view? Explain.
3. Explain the generic strategies advocated by ME Porter.
4. What is Turnaround strategy? What are the circumstances in which this strategy is preferable?
5. Explain ETOP, with suitable example, as a technique of environment analysis.
6. Bring out the nature and usefulness of BCG model in strategic analysis. What are its limitations?
7. Why should a firm formulate growth strategy? Under what conditions adaptation of growth strategy is advisable?
8. Explain the differences between various types of strategic controls.
9. Explain the 'market life cycle competitive strength' matrix with the help of a contemporary example of your choice.

SECTION - C (1x15=15)
(Compulsory)

10. Case Analysis

A public sector organization with about 5,000 employees was successfully managed from the beginning of its existence. Later, there were some changes in and around the environment of the organization. The employee-employer relations

Contd... 2

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Jianjun Gao



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