

**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**

# Mba 4th Semester Fm Old Question Papers

**JS Bruner**



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*Working Mother*, 2000-10 The magazine that helps career moms balance their personal and professional lives      **Arts & Humanities Citation Index**, 1981 A multidisciplinary index covering the journal literature of the arts and humanities It fully covers 1 144 of the world s leading arts and humanities journals and it indexes individually selected relevant items from over 6 800 major science and social science journals      *Who's who in the East*, 1983      **Who's Who in the South and Southwest, 1984-1985** Marquis Who's Who, LLC, 1984      *Who's who in the South and Southwest*, 1984 Includes names from the States of Alabama Arkansas the District of Columbia Florida Georgia Kentucky Louisiana Mississippi North Carolina Oklahoma South Carolina Tennessee Texas and Virginia and Puerto Rico and the Virgin Islands      **Who's Who in America, 1996** Marquis Who's Who, Inc, 1995-09 We make very heavy use of WHO S WHO IN AMERICA in our library It s used daily to check biographical facts on people of distinction MARIE WATERS HEAD OF COLLECTION DEVELOPMENT UNIVERSITY OF CALIFORNIA AT LOS ANGELES Marquis Who s Who is proud to announce the Golden Anniversary 50th Edition of WHO S WHO IN AMERICA This the world s preeminent biographical resource keeps pace with a changing America with more than 17 500 new entries each year AND it speeds research with the Geographic Professional Indexes ANNUAL UPDATING enables Marquis Who s Who to bring users more new names to update more existing entries each year Every entry is selected researched to ensure the most current accurate biographical data for Who s Who users The Geographical Professional Indexes makes WHO S WHO IN AMERICA an even more useful research tool Now users can identify locate prospective partners new clients by profession in any of 38 categories as well as by country state or province or city Essential for quickly finding the entries you need More than 92 000 leaders decision makers innovators from every important field business finance government education science technology the arts more are profiled in this Golden Anniversary 50th Edition Entries include name occupation vital statistics parents marriage children education career civic political activities writings creative works awards professional memberships office address When you need authoritative accurate facts on our nation s leaders go to the preeminent record of American achievement that offers new information EVERY year Marquis WHO S WHO IN AMERICA      **Who's who of American Women, 1991-1992**, 1991      **Who's who in America**, 2003      **Question Papers and Suggested Answers** Chartered Institute of Management Accountants, 1988      **Question Papers and Suggested Answers** Chartered Institute of Management Accountants, 1987

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