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**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

**R Bogdan**



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Working Mother ,2000-10 The magazine that helps career moms balance their personal and professional lives

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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 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

**Supplement to Who's who in America** ,1987

**Who's**

**Who in the Midwest** Marquis Who's Who,Marquis Who's Who Staff,1998 Profiles the most influential men and women from America s heartland Contains over 16 000 biographies of people working in Illinois Indiana Iowa Kansas Michigan Minnesota

Missouri Nebraska North Dakota Ohio South Dakota and Wisconsin in the United States and from Manitoba and western

Ontario in Canada

Who's Who in the South and Southwest, 1984-1985 Marquis Who's Who, LLC,1984

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