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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

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Xiaolong Qi



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Table of Contents Mba 4th Semester Fm Old Question Papers

1. Understanding the eBook Mba 4th Semester Fm Old Question Papers
 - The Rise of Digital Reading Mba 4th Semester Fm Old Question Papers
 - Advantages of eBooks Over Traditional Books
2. Identifying Mba 4th Semester Fm Old Question Papers
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Mba 4th Semester Fm Old Question Papers
 - User-Friendly Interface
4. Exploring eBook Recommendations from Mba 4th Semester Fm Old Question Papers
 - Personalized Recommendations
 - Mba 4th Semester Fm Old Question Papers User Reviews and Ratings
 - Mba 4th Semester Fm Old Question Papers and Bestseller Lists
5. Accessing Mba 4th Semester Fm Old Question Papers Free and Paid eBooks

- Mba 4th Semester Fm Old Question Papers Public Domain eBooks
 - Mba 4th Semester Fm Old Question Papers eBook Subscription Services
 - Mba 4th Semester Fm Old Question Papers Budget-Friendly Options
6. Navigating Mba 4th Semester Fm Old Question Papers eBook Formats
- ePub, PDF, MOBI, and More
 - Mba 4th Semester Fm Old Question Papers Compatibility with Devices
 - Mba 4th Semester Fm Old Question Papers Enhanced eBook Features
7. Enhancing Your Reading Experience
- Adjustable Fonts and Text Sizes of Mba 4th Semester Fm Old Question Papers
 - Highlighting and Note-Taking Mba 4th Semester Fm Old Question Papers
 - Interactive Elements Mba 4th Semester Fm Old Question Papers
8. Staying Engaged with Mba 4th Semester Fm Old Question Papers
- Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Mba 4th Semester Fm Old Question Papers
9. Balancing eBooks and Physical Books Mba 4th Semester Fm Old Question Papers
- Benefits of a Digital Library
 - Creating a Diverse Reading Collection Mba 4th Semester Fm Old Question Papers
10. Overcoming Reading Challenges
- Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Mba 4th Semester Fm Old Question Papers
- Setting Reading Goals Mba 4th Semester Fm Old Question Papers
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Mba 4th Semester Fm Old Question Papers
- Fact-Checking eBook Content of Mba 4th Semester Fm Old Question Papers
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
- Utilizing eBooks for Skill Development

- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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