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MBA (CBCS) DEGREE EXAMINATION, APRIL 2021.

Fourth Semester

Business Administration

**BUSINESS POLICY AND STRATEGIC
MANAGEMENT**

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ connotes the process of planning, programming, performing, profiting from and developing business policy.
 - (a) Strategic management
 - (b) Operations management
 - (c) Knowledge management
 - (d) None of the above

2. _____ are specific actions that will be taken by an organization in order to achieve its objectives.
- (a) Goals (b) Plans
(c) Rules (d) Objectives
3. _____ is the ability of a firm to out perform its rivals, or competitors in the market place.
- (a) Capability
(b) Outsourcing
(c) Competitive advantage
(d) Core competence
4. A grand strategy in which companies create a co owned business that operate for their mutual benefit
- (a) Global strategy
(b) Merger
(c) Multi domestic strategy
(d) Joint venture
5. A core idea about how a firm can best compete in the market place is
- (a) Generic strategy (b) Grand strategy
(c) Growth strategy (d) None of the above
6. _____ is an attempt to measure a company's actual social performance against its social objectives.
- (a) Self management (b) Social audit
(c) Strategic alliance (d) Strength

7. _____ is a technique through which managers create a quick overview of a company's strategic situation.
- (a) BCG matrix
 - (b) Porter's model
 - (c) SWOT analysis
 - (d) None of the above
8. A grand strategy of cost reduction and asset reduction by a company to survive and recover from declining profits is
- (a) Turnaround (b) Generic
 - (c) Diversification (d) Growth
9. A statement that presents a firm's strategic intent designed to focus the energies and resources of the company on achieving a desirable future is called as
- (a) Mission (b) Vision
 - (c) Objective (d) Goal
10. The firm's obligation to comply with the laws that regulate business activities is known as
- (a) Liquidation
 - (b) Leader's vision
 - (c) Legal responsibilities
 - (d) Market focus

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the factors in making environmental analysis effective in a firm?

Or

- (b) What is WOT analysis?

12. (a) Discuss the various characteristics of a mission statement.

Or

- (b) How do you formulate a business strategy?

13. (a) What is turn around strategy?

Or

- (b) Briefly explain brain storming.

14. (a) What is a joint venture? Give an example.

Or

- (b) What is integration strategy?

15. (a) Discuss the benefits of strategic management.

Or

- (b) What are the major characteristics of strategy evaluation system?

PART C — ($5 \times 8 = 40$ marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Highlight the application of SWOT analysis in formulating a strategy for a firm.

Or

- (b) Explain the BCG matrix.

17. (a) Explain the basic elements of strategic management process.

Or

- (b) Distinguish between vision, mission and goals of a firm's strategic intent.

18. (a) Explain in detail generic strategies.

Or

- (b) Explain forward integration and backward integration strategies with examples.

19. (a) Define merger and distinguish between acquisition and amalgamation.

Or

- (b) Discuss the main issues in managing a merger.

20. (a) Explain the strategy evaluation process in terms of different stages involved.

Or

- (b) "For successful strategic implementation, organizational structures are important" - Discuss.
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