(7 pages) **Reg. No. :** ....

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M.B.A.(CBCS) DEGREE EXAMINATION, APRIL 2014.

Fourth Semester

Business Administration

BUSINESS POLICY AND STRATEGIC MANAGEMENT

(For those who joined in July 2012 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions, choose the correct answer.

1. In the sketch of the BCG matrix, the label of the vertical axis is ————.

   (a) Business strength

   (b) Industry growth rate

   (c) Market share

   (d) Market growth rate

2. In company's environment company's customers are part of which of the following

   (a) Internal environment

   (b) Micro environment

   (c) Macro environment

   (d) External environment

3. Developing a vision and mission, identifying an organization's external opportunities and threats, and determining internal strengths and weaknesses are all activities

   (a) strategy formulation

   (b) strategy implementation

   (c) Long range Planning

   (d) Short range Planning

4. Which of the following is true about business strategies.

   (a) An organization should stick with its strategy for the life of the business.

   (b) All firms Within an industry will adopt the same strategy

   (c) Well defined missions make strategy development much easier

   (d) Strategies are formulated independently of SWOT analysis.

5. Development of a business strategy includes

(a) External scan

(b) Internal scan

(c) Employee dislikes

(d) Both (a) and (b)

6. Acquisition of firms that supply inputs such as raw materials is referred to as————————.

(a) conglomerate diversification

(b) Horizontal integration

(c) Retrenchment

(d) Vertical integration

7. Diversification into many unrelated areas is an example of————————.

(a) Uncertainty reduction

(b) Good management

(c) Risk management

(d) Sustainability

8. Which of the following terms best explain the Partnership between two or more firms carry out as specific project in a selected area business?

(a) Joint Venture

(b) Merger Acquisition

(c) Cartel

(d) Takeovers

9. Market entry strategy vary from country to country because of ——————.

(a) Varied political environment

(b) Varied cultural environment

(c) Varied economic environment

(d) All of the above

10. Which one of the following is not a primary task of strategic managers?

(a) Establishing strategic objectives

(b) Developing the steps to follow in implementing operational level plans

(c) Defining the business and developing a mission

(d) Developing a strategy

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b). Each answer should not exceed 250 words.

11. (a) Write a Short note on macro and micro Environment.

Or

(b) Briefly explain the concept of technology environment.

12. (a) Bring out the comparison between strategy and tactics.

Or

(b) What do you mean by Vision and mission?

13. (a) State the importance of turnaround strategies in the present context.

Or

(b) Give a short note on Brain storming.

14. (a) What do you mean by Joint ventures?

Or

(b) What do you mean by Merger and Acquisitions?

15. (a) How are strategic decisions different from other kinds of decision making?

Or

(b) What is meant by Strategic control?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b). Each answer should not exceed 600 words.

16. (a) Discuss the impact of changing environment on the competitive structure of the retail industry.

Or

(b) What is meant by SWOT analysis? Explain SWOT analysis in the form of a market.

17. (a) List out the various dimensions of strategic management.

Or

(b) Give a detailed account on strategic management process.

18. (a) Explain how strategy differs from tactics with a suitable illustration.

Or

(b) Explain the process of evaluation of organization structure through different strategies.

19. (a) Discuss the importance of strategic information system.

Or

(b) Define how the concept of merger differ from acquisition and amalgamation with a suitable illustration.

20. (a) Examine the role played by the management reporting team in controlling strategic moves of a firm.

Or

(b) Critically examine the process of strategic implementation.

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