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

**Code No. : 9139** **Sub. Code : KBAM 41**

M.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2018.

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. Macro environment
   (a) Political legal
   (b) Socio-cultural
   (c) Economic-demographic
   (d) All of the above

2. A major part of strategy implementation is
   (a) Planning (b) Communication
   (c) Resource allocation (d) Monitoring

3. Strategic management is concerned with
   (a) Short range planning
   (b) Long range planning
   (c) Both (a) and (b)
   (c) None of the above

4. It provides way to bring in the people dimension in macro company analysis without using psychological models of human behaviour
   (a) Environment (b) Society
   (c) Culture (d) All of the above

5. Change is company's ———— gives rise to problems necessitating a new ———— to be made
   (a) structure, strategy (b) strategy, structure
   (c) structure. structure (d) strategy, strategy

6. Systems are formal and informal rules and regulations that complement the company ———
   (a) strategy (b) structure
   (c) system (d) environment



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7. Vertical integration is concerned with

(a) Supply chain (b) Production

(c) Quality (d) Planning

8. What do Cash Cows symbolize in BCG matrix?

(a) Remain Diversified (b) Invest

(c) Stable (d) Liquidate

9. The GE 9 cell model is based on

(a) Industry attractiveness and Business strength

(b) Industry Growth rate and Business strength

(c) Industry Attractiveness and Relative market share

(d) Industry Growth and Relative market share

10. Financial motives for M & As do not relate to

(a) corporation tax

(b) unemployed tax shields

(c) value added tax

(d) earnings per share



PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the matrix form of organizational structure.

Or

(b) Why does a business form policy? State the main purposes of Business Policy.

12. (a) Bring out the merits of strategic planning.

Or

(b) What do you mean by internal resource audit? Discuss the internal resources of a company.

13. (a) What is diversification? Explain why it is followed.

Or

(b) What are stability strategies? When do firms employ them?

14. (a) State the Organizational Systems.

Or

(b) What are the advantages and disadvantages of various diversification strategies?



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15. (a) Describe the characteristics of strategy implementation to highlight its essential nature.

Or

(b) Distinguish between strategy formulation and implementation.

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 method of formulating a new policy in detail.

Or

(b) What do you mean by strategic decision-making? Enumerate the major issues in strategic decision-making.

17. (a) Explain the planning style of management.

Or

(b) Examine the significance of mission statement and goals and What are the characteristics of goals?



18. (a) Explain International Strategy with examples.

Or

(b) Describe the Transnational Strategy with example.

19. (a) Explain the recent scenario of mergers and acquisitions in India.

Or

(b) Explain the different types of organizational structures and state their merits and demerits.

20. (a) Briefly Explain the process of strategic evaluation.

Or

(b) Discuss the interrelationship between the strategy formulation and implementation.

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