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**6761**

Register Number  
Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, May 2015**

**(E - BUSINESS)**

**(SECOND YEAR)**

**220: STRATEGIC MANAGEMENT**

Time: Three hours

Maximum: 75 marks

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**SECTION-A**

**(5×3=15)**

**Answer any FIVE questions**

1. What are the financial objectives of strategic management?
2. Explain various approaches to strategy implementation.
3. Differentiate customisation and standardisation.
4. What is meant by competitive strategy?
5. What are the determinants of strategic options?
6. What is resource audit ?
7. What are the benefits of corporate planning?
8. What is meant by competitive advantage?

**SECTION-B**

**(3×15=45)**

**Answer any THREE questions**

9. Define strategic vision. Explain the strategic decision making process.
10. What is six sigma? Explain the various stages.
11. Elaborate the expansion strategy of a firm through joint ventures. Analyse the issue with a case study.
12. Discuss as to when companies follow Tailoring strategies.
13. Explain the structure of corporate resource planning.

**SECTION-C**

**(1×15=15)**

**(Compulsory)**

14. Discuss the concept of global competitive advantage and sustainable competitive advantage.

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