

Register Number:
Name of the Candidate:

M.B.A. DEGREE EXAMINATION December 2014
(HUMAN RESOURCE MANAGEMENT)
(SECOND YEAR)

260. STRATEGIC MANAGEMENT
(Common with M.B.A (Marketing Management) and
M.B.A (Financial Management))

Time: Three hours

Maximum: 75 marks

SECTION – A **(5×3 =15)**
Answer any FIVE questions

1. Define 'Vision'.
2. What are 'Objectives'?
3. What are 'global Strategies'?
4. What do you mean by 'Strategic Alliances'?
5. Define Competitive Analysis.
6. What do you mean by 'Kaizen'?
7. Define 'Resource Audit'.
8. Define 'Core Competence'.

SECTION – B **(3×10=30)**
Answer any THREE questions

9. Specify the tasks of strategic management.
10. Write a note on Business Level Strategies.
11. How would you engage in Environmental Analysis?
12. Write a note on 'Six Sigma'. Also explain the stages involved in it.
13. Write short notes on: a)Competitive Intelligence System b)Value Chain Analysis.

SECTION-C **(1×15=15)**
Answer any ONE question

14. How to tailor strategies? Explain.
15. What is Competitive strategy? State its importance. Illustrate your answer with examples of organisations which adopted competitive strategy and succeeded in their business.
16. What is 'Enterprise Resource Planning'? State and explain its importance and growth.

SECTION-D **(1×15=15)**

17. Atul Infotech ltd is a Cash rich Software development company having operations in India, U.S and Europe. The management of the orgnaisaiton thought of exporting frutis to foreign countries from India as a separate stratgic Business unit (SBU).Are they right in their decision?

If yes , how can they go about it? If no, what can be their alternate choice? Explain.
