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Register Number :

6914

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.

(HOTEL MANAGEMENT AND TOURISM)

(SECOND YEAR)

230 — STRATEGIC MANAGEMENT

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions. (5 × 3 = 15)
All questions carry equal marks.

1. Define Mission.
2. What do you mean by operational management?
3. Differentiate Firm and Industry.
4. List out the factors of macro environment.
5. What do you mean by portfolio analysis?
6. Define merger.
7. What is collaboration?
8. Define ethics.
9. What do you mean by globalization?
10. Who are expatriate managers?

SECTION B

Answer any THREE questions. (3 × 10 = 30)
All questions carry equal marks.

11. Discuss the scope of strategic management.
12. Explain the procedure for analyzing organizational strategies.

13. Discuss the recent mergers and acquisition made by Indian organization with suitable examples.
14. Explain the importance of technological innovation in the present context.
15. Explain the impact of culture in formulating strategies for international organization.

SECTION C

Answer any ONE questions. (1 × 15 = 15)

16. Without strategic management it is difficult to succeed in present scenario-Justify.
17. Discuss the procedure to draw a business plan for an organization of your own choice.
18. Explain SWOT analysis and do it for soft a drink company.

SECTION D

Compulsory (1 × 15 = 15)

19. Explain the impact of LPG on Indian business scenario companies and its implications in the society.
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