



MBA.TT.IV/05.13. 0463

**MBA (TRAVEL AND TOURISM) DEGREE IV SEMESTER EXAMINATION
MAY 2013**

SMT 2401 BUSINESS POLICY AND STRATEGIC MANAGEMENT

Time: 3 Hours

Maximum Marks: 50

(5 × 10 = 50)

- I. A. What is a mission statement? Describe the essential features of a mission statement. In what ways a mission statement is formulated?

OR

- B. Describe the contributions of Michael Porter in the development of strategic management theory.

- II. A. What is environment analysis? How is it important for strategic management? How do you conduct environment analysis?

OR

- B. Explain the different sources of environmental information. What techniques you use for environment scanning?

- III. A. What do you mean by distinctive competence? How is it important in strategy formulation?

OR

- B. Explain the following:
(i) Balanced score card
(ii) Value chain analysis
(iii) Strategic Advantage Profile (SAP)

- IV. A. What is competitive advantage? How can a company achieve it? Give examples.

OR

- B. Based on the current research on competitive advantage, explain some of the shortcomings of Michael Porter's five forces model.

- V. A. What is strategy evaluation? Why is it important? Explain the basic approaches of strategy evaluation.

OR

- B. Explain the following:
(i) Horizontal fit and vertical fit.
(ii) Strategy audit
(iii) Premise control
