



MBA.P.VI/05.13. 0469

MBA DEGREE (PT) VI SEMESTER EXAMINATION MAY 2013

SMP 2601 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
