



MBA(PT).VI/05.15.0496

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M.B.A.(PT) DEGREE VI SEMESTER EXAMINATION MAY 2015

SMP 2601 BUSINESS POLICY AND STRATEGIC MANAGEMENT

(Supplementary – Prior to 2012 Admission)

Time : 3 Hours

Maximum Marks : 50

(ALL questions carry EQUAL marks)

(5 × 10 = 50)

- I. “Strategic management process should be seen as dynamic, continuous and flexible and considered as a whole” Explain.
OR
- II. Explain the arguments for and against corporate social responsibility and which side do you find more compelling? Why?
- III. Describe SWOT analysis as a way to guide internal analysis. How does this approach reflect the basic strategic management process?
OR
- IV. How does environment analysis at the domestic level differ from global level? Should all industries evaluate global environments?
- V. Explain how BCG matrix and GE matrix help a firm in product portfolio choice?
OR
- VI. Explain the ways of achieving sustainable competitive advantage via cost leadership and differentiation strategies.
- VII. What are the reasons for adopting merger strategy? Discuss with the help of an example the reasons for the failure of a merger strategy.
OR
- VIII. What are the different forms of growth strategies? Discuss the situation in which an organization should go for concentric diversification.
- IX. Explain Mc kinsey’s 7S model. Also discuss the relationship between strategy and structure.
OR
- X. What are the steps involved in the process of management control system?
