



MBA.P.VI/06.12. 484

MBA DEGREE (PT) VI SEMESTER EXAMINATION JUNE 2012

SMP 2601 BUSINESS POLICY AND STRATEGIC MANAGEMENT

Time: 3 Hours

Maximum Marks : 50

(5 x 10 = 50)

- I. A. Describe the fit model of strategic management and the process of strategy formulation under it. What are the shortcomings of the model?
OR
B. Detail the contents of mission statement and how an organization develops it. Illustrate it with a mission statement of a popular Indian business firm.
- II. A. Describe the process of strategic analysis of business environment for strategy formulation for a large firm in Indian steel industry.
OR
B. Explain the models for portfolio analysis and their relative advantages. Also state how to use these models for evaluation of strategic options.
- III. A. "Positioning is a critical activity that strategy facilitates". Illustrate with suitable examples how positioning can be effectively done with appropriate strategy.
OR
B. How do you carry out competitive analysis? Describe the process with a real life example.
- IV. A. "Mergers and acquisitions (M&A) have been taking place at an accelerated pace in India recently". Cite examples of mergers and acquisitions by Indian companies in the past ten years and state the reasons for such M & A decisions.
OR
B. Explain the turnaround strategies and the conditions under which such strategies are chosen for implementation. Are they really effective in Indian context?
- V. A. "Strategy and structure have to be in agreement with each other". Critically analyse the statement and give your point of view with examples.
OR
B. Describe the difficulties faced by the top management of a multinational company of Indian origin in strategy formulation and implementation in constantly changing and uncertain business environment.
