



MBA.P.VI/10.77

M.B.A. DEGREE (P.T) VI SEMESTER EXAMINATION, MAY 2010

SMP 2601 BUSINESS POLICY AND STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

(5 x 10 = 50)

- I. A. What is strategic management? Explain the role of different players in the strategic management process.
- OR**
- B. Discuss different schools of thought on strategic management.
- II. A. Select an organization of your choice. Identify the high priority environmental factors in its relevant environment. Critically examine the changes taken place during the last 10 years.
- OR**
- B. Explain the following :
- (i) QUEST
 - (ii) ETOP
 - (iii) OCP
- III. A. Discuss the generic strategies developed by Michael Porter for achieving competitive advantage.
- OR**
- B. Briefly describe Hamel and Prahalad's framework of competitive advantage. How can a company achieve it? Give examples.
- IV. A. What do you mean by organizational appraisal? Explain the methods used for organizational appraisal.
- OR**
- B. What do you understand by organizational capability profile? How it is prepared?
- V. A. Describe the major considerations before a strategist for the integration of functional plans and policies.
- OR**
- B. What is operational effectiveness? What are the four areas of operational effectiveness?
