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**MBA (PT) DEGREE VI SEMESTER EXAMINATION APRIL 2017****SMP 2601 BUSINESS POLICY AND STRATEGIC MANAGEMENT***(Regular and Supplementary)*

Time: 3 Hours

Maximum Marks: 50

**PART A**(Answer *ALL* questions)

(5 × 2 = 10)

1. Define social audit.
2. Explain strategic management.
3. What is the meaning of competitive advantage?
4. Differentiate mergers and acquisition.
5. How does a strategist perceive the organisational structure?

**PART B**(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. List the elements in the strategic management process.
7. How is corporate governance related to strategic management?
8. Explain the four steps to be taken in QVEST.
9. Under what conditions can a joint venture strategy prove to be useful?
10. How is business strategy related to cooperate-level strategy?
11. Why does the need for developing contingency strategies arise?
12. What is operational implementation and operational effectiveness?

**PART C**(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Apply the strategic management model to your own case. Follow the process and identify the different elements such as your vision and mission, career objectives, self-appraisal, the opportunities and threats operating in the job market, the career development strategies that you may choose and how you could implement these strategies and evaluate your performance. Describe your thought process systematically according to the different phases of strategic management.
14. Consider any organisation and determine its relevant environment by dividing it into convenient and analyzable components. What are the major factors and influences currently operating in each of the components of the relevant environment of your chosen organization?
15. Assume that there is a company which operates in a competitive industry in India. It is in the process of adopting a strategy of stability in current operations along with related diversification through backward integration. What should be the ideas minimum of functional plans and policies? Highlight the major features of each of the functional areas where plans and policies need to be formulated and implemented.