

Code: 12E01301

MBA III Semester Regular Examinations April 2014
BUSINESS POLICY AND STRATEGIC MANAGEMENT

(For students of Finance admitted in 2012 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 (a) Explain the concept of strategic management.
(b) List and explain the different factors that shape a company's strategy.
- 2 (a) What do you mean by environmental scanning? Also discuss the procedure involved in it.
(b) Discuss the methods of competitive analysis.
- 3 (a) Explain the benefits of strategic analysis.
(b) How do you evaluate the strategic alternatives using BCG criteria?
- 4 (a) What is vertical integration? Explain its merits and demerits.
(b) How a strategy should be tailor made to fit a specific industry?
- 5 (a) What is resource allocation and how is it a vital part of strategy?
(b) Explain the strategies required by the companies to compete in the digital (internet) economy.
- 6 (a) What is a turnaround strategy? What are its advantages?
(b) Discuss the objectives behind merger and acquisition strategies.
- 7 (a) What is diversification?
(b) Explain the reasons for diversification.
(c) Explain conglomerate diversification.
- 8 (a) Describe the characteristics of an effective control system.
(b) Explain the types of strategic controls.
