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**Y 1617**

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2008.

Third Semester

the

DBA 1703 — STRATEGIC MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define corporate governance.
2. List the major impact of social responsibility on firms' performance.
3. Explain differentiation strategy.
4. What is meant by distinctive competence?
5. What is the focus of business level strategies?
6. What is meant by balanced score card?
7. What does corporate culture consist of?
8. What is meant by premise control?
9. Mention the reasons for lack of strategic planning in small scale units.
10. When outsourcing technology will be appropriate?

PART B — (5 × 16 = 80 marks)

11. (a) Describe the major mechanisms of corporate governance.

Or

- (b) Explain the different phases in the strategic management process. What are the problems encountered in each stage ?

12. (a) What determines the level of competitive intensity in an industry according to Porter? How do you forecast the Industry challenges?

Or

- (b) Explain Porter's generic competitive strategies.

13. (a) Why are diversification strategies adopted? Discuss the different forms through which diversification can be made.

Or

- (b) (i) Explain the vertical Integration with suitable examples. (8)

- (ii) Explain the Strategic Alliances with suitable examples. (8)

14. (a) Elaborate the different aspects of strategy implementation.

Or

- (b) Describe the different types of strategic control. How is the Organization structure important in strategic control?

15. (a) Explain the important characteristics and challenges of an innovative organization.

Or

- (b) Discuss the important constraints of not-for-profit organization which affect its strategic management.