

**G 4516**

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2007.

Third Semester

BA 1702 — STRATEGIC MANAGEMENT

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is Business Strategy?
2. Define Ethics.
3. What do you mean by 'Strategic myopia'?
4. What is Core Competency?
5. Define Joint Venture.
6. Give any two example for Conglomerate Diversification.
7. What is Job enrichment?
8. Define Corporate Culture.
9. Define Corporate Entrepreneurship.
10. What is the meaning of 'Entrepreneurial Venture'?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the steps involved in strategic Decision Making Process.

Or

- (b) Discuss the relationship between Social Responsibility and Corporate Governance.

12. (a) How can a decision maker identify strategic factors in the Corporation's External and International Environment?

Or

- (b) In what ways can a corporation's structure and culture be internal strengths or Weaknesses.

13. (a) Define Directional Strategy and Explain the dimensions of Directional Strategy.

Or

- (b) Define Strategy. Explain the factors to be considered for selecting the best strategy.

14. (a) How should an Owner-Manager prepare a company for its movement in Organizational Life Cycle?

Or

- (b) Explain the primary measures of Corporate performance in Strategic Evaluation.

15. (a) What is the impact of Strategic Management on Not-for-Profit organization?

Or

- (b) Define Innovation. What are the Characteristics of an attractive industry from an Entrepreneur's point of view?

---