

Z 4516

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2006.

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 Environmental Scanning?
2. Define Corporate Governance.
3. Write the name of factors in Task environment.
4. What is SBU?
5. What is Balanced Scorecard?
6. Define Tactic.
7. What do you mean by 'Strategy Implementation'?
8. Define Reengineering.
9. Define Intrapreneurship.
10. What is the meaning of 'Strategic Piggybacking'?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the basic elements of strategic management process.

Or

- (b) What recommendations would you make to improve effectiveness of today's board of directors?

12. (a) What is relevance of the resource based view of the firm to strategic management in a global environment?

Or

(b) Discuss how a development in a corporation's societal environment can affect the corporations through its task environment?

13. (a) What is portfolio analysis? Explain the components of portfolio analysis.

Or

(b) Define functional strategy. Explain various functional strategies in an organization.

14. (a) Describe the steps in strategic evaluation and control process.

Or

(b) How can a corporate keep from sliding into the decline stage of the organizational life cycle?

15. (a) How can a company develop a corporate entrepreneurship culture?

Or

(b) What considerations should small business entrepreneurs keep in mind when the company grows and develops over time?