

Register Number :

Name of the Candidate :

6 3 7 2

**M.B.A. (E-Business)
DEGREE EXAMINATION, 2012**

(SECOND YEAR)

(PAPER - X)

220. STRATEGIC MANAGEMENT

May]

[Time : 3 Hours

Maximum : 75 Marks

SECTION – A (5 × 3 =15)

Answer any FIVE questions.

ALL questions carry equal marks.

1. Define strategic vision.
2. What is meant by corporate level Strategies?
3. What is meant by Scenario analysis?
4. Write a short note on BCG Matrix.
5. Define performance measurement.

Turn Over

6. What do you mean by corporate restructuring?
 7. Give a short note on Enterprise Resource planning.
 8. What is meant by value chain analysis?
- SECTION – B** (3 × 15 = 45)
- Answer any THREE questions.*
ALL questions carry equal marks.
9. Discuss the uses and Limitations of Strategic management.
 10. Elaborately explain the process of strategy formulation.
 11. How will a company conduct a market analysis? Explain.
 12. Explain the various stages of six sigma and its strategy and its relative merits.
 13. Write an essay on core competence.

- SECTION – C** (1 × 15 = 15)
(Compulsory)
14. Case study :
A leading textile mill with national wide operations manufacturing a wide range of products in this country is now experiencing a difficult time with uneconomical freight rates and severe competition. Besides the company diversified its business in paint manufacturing. Both the textile mill and paint company units have been hit by steep increase in the diesel prices. Still the Company wants to thrive in the market.
What should be the appropriate strategy for the company? Give reasons.