



**MBA 015**

**I Semester M.B.A. in Aviation (January 2011 Batch) and Re-Sit  
(July 2010 Batch) Examination, October 2011  
STRATEGIC MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

***Instructions :***

*Section – 1 : Answer **any 10** Questions out of 15.*

*Max. Marks in this Section are **30** (3 marks for **each right** answer).*

*Section – 2 : Answer **all 10** Questions.*

*Max. Marks in this Section are **20** (2 marks for **each right** answer).*

*Section – 3 : Attempt **any 2** out of 3 questions.*

*Max. Marks in this Section are **30** (15 marks for **each right** answer).*

**SECTION – 1**

Answer **any 10** out of 15.

**(10×3=30)**

1. What is formal planning and informal planning ?
2. List a few characteristics of strategic decisions.
3. Draw the strategic management process.
4. What is a mission and what are its elements ?
5. Depict the hierarchy of objectives with a diagram.
6. What are socio-cultural and demographic environment ?
7. What are the advantages of functional structure ?
8. What is Budgeting and Scheduling ?
9. What are generic competitive strategies ?
10. Describe the defensive strategies.
11. What are the risks of diversification ?

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12. What are M and A and Joint ventures ?
13. What are the factors favoring globalisation ?
14. What are the forms of corporate restructuring ?
15. What are the reasons for restructuring in a public enterprise ?

**SECTION – 2**

Answer **all** the Questions.

**(10×2=20)**

**True or False :**

1. SCOT is Strengths, confusions, opportunities and threats.
2. Under collaborative approach brainstorming sessions are usually employed.
3. Mckinsey's framework is designed to help only the hardware of the organisation.
4. BCG matrix is also called the Growth share matrix.
5. Co-operation is one of the 4 C's of Manufacturing.
6. SBU-level strategy is also called as Competitive strategy.
7. Forward integration does not generate additional profit.
8. CPM is event oriented technique.
9. Golden parachute is one the defence strategies against hostile takeover attempts.
10. SDF is strategic degrees of freedom.

**SECTION – 3**

Answer **any 2** out of 3 questions :

**(15×2=30)**

1. Write a note on corporate governance.
  2. Explain social responsibility of business.
  3. Explain the Microenvironment.
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