



(AL)

MBA 114

**III Semester Master of Business Administration Examination,
August 2011
BUSINESS POLICY AND STRATEGIC MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

All questions are **compulsory (6 marks each)** :

1. What is the difference between Strategy and Tactics ?
2. Define Environment scanning.
3. Define the concept of mergers and acquisition.
4. What is strategic decision making ?
5. Define the term diversification.

Answer **any five** questions (**10 marks each**) :

1. Define Mission and Vision in your own words. Also mention the characteristics of a good mission and vision statement.
 2. Identify the roles that objectives play in strategic management. Mention the characteristics of objectives.
 3. Good timing is crucial for a successful business strategy. Comment.
 4. How are commercial and strategic decision making similar and dissimilar ? Briefly discuss.
 5. Explain the strategic implications of the following types of business in a corporate portfolio :
 - a) Stars
 - b) Question Marks
 - c) Cash Cows
 - d) Dogs.
 6. Explain strategic management process. What role middle level managers play in strategic management ?
 7. Give an overview of strategy choice, formulation and control.
 8. Explain the concept of value chain analysis.
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