

pollutants and promised to study the matter further. But the group has not satisfied and asked for another meeting in a week time. Mr. Palaniappan reluctantly agreed.

Suggest a suitable proposal to present before the group in the next meeting to convince it totally.

Register Number :

Name of the Candidate :

6 6 2 5

M.B.A. DEGREE EXAMINATION, 2012

(HUMAN RESOURCE MANAGEMENT)

(SECOND YEAR)

(PAPER - XIV)

260. STRATEGIC MANAGEMENT

(Common with

M.B.A. [Marketing Management] &

M.B.A. [Financial Management])

December]

[Time : 3 Hours

Maximum : 75 Marks

SECTION – A (5 × 3 = 15)

Answer any FIVE questions.

ALL questions carry EQUAL marks.

1. *Write short note on any FIVE items:*

(a) Business vision.

(b) Customisation.

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- (c) Competitive analysis.
 (d) B C G matrix.
 (e) Strategic congruence.
 (f) Core competence.
 (g) Scenario analysis.
 (h) Kaizen system.
- SECTION – B** (3 × 10 = 30)
- Answer any THREE questions.
 ALL questions carry EQUAL marks.*
- Discuss the steps involved in strategic management process.
 - Explain the tools and techniques of competitive analysis.
 - State and explain the different strategic options available to a business organisation.
 - What is Six Sigma? Is it different from TPM? What are its benefits?
 - Outline the strategy implementing process in an organisation.

- What is value chain analysis? Discuss its features and uses.

SECTION – C (1 × 15 = 15)

Answer any ONE question.

- “The study of environment is relevant for strategic management process”. - Discuss.
- Define strategic alliance. Evaluate it in terms of its advantages and short comings.

- Bring out the corporate strategic restructuring necessities. How this has been implemented in a company?

SECTION – D (1 × 15 = 15)

(Compulsory)

- Mr. Palaniappan, Chairman of a company just had a discussion with a group of local people. The group known as ‘Council for Environmental Action’ demanded an immediate reduction of the pollutants thrown into the air by the plants of the company. Mr. Palaniappan had explained the company’s policy of gradual reduction of

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