

MBA-114

MSP-23

**M.B.A. DEGREE EXAMINATION –
DECEMBER, 2018.**

Second Year

STRATEGIC MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Explain the difference between 'strategy' and 'strategic management'.
2. What involves the strategic management function?
3. How the BCG (Growth-Share) Matrix is significant and practicably usable.
4. How is the general 'Management of Objectives', different from 'Management by Objectives'?
5. Discuss the strategic importance of emerging markets.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Outline the fundamental differences between outside-in and inside-out thinking about strategic management.
7. What are the different ways in which the external environment can be explored, and for what purposes?
8. Explain the process of strategic choice.
9. How is strategic performance management different in Japan than the west?
10. Explain the Porter's' approach for globalization.
11. How successful is franchising as a means of corporate growth? Explain.
12. Comment on 'the use of objectives ensures organizational involvement'.