

Reg. No. :

D 513

Q.P. Code : [07 DMB 13]

(For the candidates admitted from 2007 onwards)

M.B.A/Executive M.B.A. DEGREE EXAMINATION,
DECEMBER 2015.

Second Semester/Second Year

STRATEGIC MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. What is mission and vision? Explain the need to formulate explicit mission for the business.
2. Explain the Strategic planning process in diagnosing the firm's key strength and weakness.
3. Explain the role of SWOT analysis as a tool, in facilitating strategic choice at the business unit level.
4. Why is environmental analysis important? Discuss how remote environmental factors influence the running of a business.
5. Elaborate the functions and significance of growth strategy.

6. Explain A.D. Little's life cycle approach to strategic planning.
7. Discuss M. Porter's approach for globalization and explain how it can be used for understanding the success of an organisation?
8. Critically evaluate different types of organisational structures and their relevance in effective strategy implementation.

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M.B.A./EXECUTIVE M.B.A.DEGREE EXAMINATION,
DECEMBER 2015.

Second Year/Second Semester

BUSINESS ENVIRONMENT AND ETHICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain how political and regulatory environmental factors affect the operations of international business.
2. Enumerate the factors influencing business ethics and explain the significance of ethical decision making.
3. Critically examine the impact of globalisation of the economy.
4. What do you understand by social responsibility of business? Give your arguments for and against the social responsibility of business.

5. Why companies go international? Explain the merits and limitations of MNCs.
6. What is the fiscal deficit? Explain the main causes for fiscal deficit in India. Also give your suggestions to control and reduce fiscal deficit.
7. Bring out the salient features of foreign exchange management act (FEMA). Explain the importance of FEMA in the international business.
8. Write short notes on the following:
 - (a) Corporate governance.
 - (b) GATT.
 - (c) VAT.
 - (d) Patent Act.