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**M.B.A. DEGREE EXAMINATION, 2012**

**( E-BUSINESS )**

**( SECOND YEAR )**

**( PAPER - X )**

**220. STRATEGIC MANAGEMENT**

December ] [ Time : 3 Hours

Maximum : 75 Marks

**SECTION – A** ( 5 × 3 = 15 )

*Answer any FIVE questions.*

*ALL questions carry EQUAL marks.*

*Write Short notes on:*

1. Strategic Vision Vs. Business Vision.
2. Corporate Level Strategies.
3. Customisation.
4. Key Success Factors.

**Turn Over**

5. BCG Matrix.
6. Corporate Resource Planning.
7. Core Competence.
8. Competitive Intelligence System.

**SECTION – B** (3 × 15 = 45)

*Answer any THREE questions.*

*ALL questions carry EQUAL marks.*

9. Explain the process of Strategic Management.
10. What do you mean by strategic alliances? How these alliances function? Give illustrations.
11. “Competitive analysis and customer analysis go hand in hand”. – Discuss.
12. Describe the determinants of strategic options.
13. When corporate restructuring is required? How would you implement corporate restructuring?

**SECTION – C** (1 × 15 = 15)

*( Compulsory )*

14. *Case study:*

There is an old saying in Japanese: “If a man has not been seen for three days, his friends should take a good look at him to see what changes have befallen him”. Associate this with Kaizen and bring to light the implications of Kaizen.