

Total No. of Pages:

Register Number:

6715

Name of the Candidate:

M.B.A. (CORPORATE MANAGEMENT) DEGREE

EXAMINATION - 2011

(SECOND YEAR)

(PAPER – IX)

210. STRATEGIC DECISION MAKING

December)

(Time: 3 Hours

Maximum: 75 Marks

SECTION - A

Answer any FIVE questions.

(5 × 3 = 15)

1. What do you mean by strategy?
2. Define SWOT.
3. What is meant by outsourcing?
4. What is Financial Risk?
5. What do you understand about leadership?
6. What is performance appraisal?
7. What is meant by market adaptation?
8. Give meaning for Financial System.

SECTION - B

Answer any THREE questions.

(3 × 10 = 30)

9. State the levels of strategy.
10. State the factors determining the diversification of business.
11. How a country should design strategy to face the political and financial risk.
12. List out the challenges faced by the global business leader.
13. Explain the process of product and market adaptation.
14. Describe the Different types of strategy structure.

SECTION - C  
Answer any ONE question. (1 × 15 = 15)

15. Explain the process of SWOT analysis.
16. How would assess the employee performance on developing leadership skill.
17. In a global recession, how would you formulate strategy to mitigate the political risk.

SECTION - D  
(Compulsory) (1 × 15 = 15)

17. Discuss in detail about the environmental scanning and appraisal of organisation.

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