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Name of the Candidate:

**M.B.A (GLOBAL) DEGREE EXAMINATION, 2011**

**(SECONDYEAR)**

**(PAPER-X)**

**220. STRATEGIC MANAGEMENT**

Dec.)

(Time: 3 Hours)

**Maximum: 75 Marks**

**SECTION-A**

**(5×3=15)**

**Answer any FIVE questions  
All questions carry equal marks**

1. Define strategic decision making.
2. Define vision and mission statements.
3. What is meant by internal audit?
4. Write the two barriers to environmental appraisal.
5. Define Merger.
6. Write short note about (Tows).
7. Define Internal Audit.
8. What are the effects of changing environment?

**SECTION-B**

**(3×10=30)**

**Answer any THREE questions  
All questions carry equal marks**

9. Explain operational capability and personal capability.
10. What are the approaches to organizational appraisal?
11. Discuss the role of business level strategies.
12. Explain the importance of environmental scanning.
13. List the benefits and limitations of strategic control techniques.

**SECTION-C**

**(1×15=15)**

**Answer any ONE question**

14. Explain the scope and importance of strategic planning.
15. Explain methods and techniques of organizational appraisal.
16. Write in detail about Porter's five forces model of analysis task environment or industrial analysis.

**SECTION-D**

**(1×15=15)**

**(Compulsory)**

17. Explain the following terms:
  1. Business land strategies.
  2. Concept of synergy.
  3. Strategic group

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