

Subject Code: MB1330/R13

M B A - III Semester Regular Examinations, Jan/Feb - 2015

STRATEGIC MANAGEMENT

Time: 3 hours

Max Marks: 60

Answer any **FIVE** of the following

All questions carry equal marks. **Q.No.8 is compulsory**

- 1) Discuss the nature and importance of strategic management.
- 2) Explain the concept of competitive advantage, and how to sustain it?
- 3) What is turnaround management? Explain the elements of a successful turnaround strategy.
- 4) What is meant by resource allocation? Explain techniques generally employed for allocating resources.
- 5) Outline the various qualitative and quantitative criteria for strategy evaluation and control? State the problems faced by strategists while fixing those criteria.
- 6) Briefly discuss the development of the theory of strategic management.
- 7) Discuss the role of leadership in strategy implementation.

8) Case Study:

Mr. Palani, Chairman of a company just had a discussion with a group of local people. The group known as 'Council for Environmental Action' demanded an immediate reduction of the pollutants thrown into the air by the plants of the company. Mr. Palani had explained the company's policy of gradual reduction of pollutants and promised to study the matter further. But the group has not satisfied and asked for another meeting in a week time. Mr. Palani reluctantly agreed.

Suggest a suitable proposal to present before the group in the next meeting to convince it totally.

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