S.No. 1453 **P 13 IB 17**

(For candidates admitted from 2013–2014 onwards)

M.I.B. DEGREE EXAMINATION, NOVEMBER 2022.

International Business

STRATEGIC MANAGEMENT

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20)

Answer ALL questions.

1. Define Strategy.

2. What is meant by Strategic Decision?

3. Write short notes on SWOT analysis.

4. Write down the benefits of environmental scanning.

5. What is meant by cash cow?

6. What is meant by strategic divorce?

7. What is meant by MBO?

8. Give two examples of disvestment strategies.

9. What is meant by special alert control?

10. Write short notes on Strategic Surveillance.

SECTION B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

11. (a) Explain the different approaches for strategic management.

Or

(b) Bring out the importance of Strategic Management.

12. (a) State the Objectives of Non Profit organizations.

Or

(b) Give a brief note on Cyert and March's behavioral theory.

13. (a) Write short notes on BCG growth matrix.

Or

(b) Explain the different levels of Strategies.

14. (a) Write short notes on Total Quality Management.

Or

(b) Explain the conditions for using disinvestment strategies.

15. (a) Explain the different strategic evaluation techniques.

Or

(b) Discuss the successful maintenance of strategic control.

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

16. Explain the role of leadership in strategic management by illustrating contemporary examples.

17. Discuss the Michael porter's competitive strategies for industry.

18. Discuss the framework of portfolio analysis.

19. Explain the functions of Staffing.

20. Enumerate the strategic issues in managing technology and innovation.
