

Code No: 05MB401

**M.B.A. IV Semester Regular & Supplementary Examinations, May 2009**  
**STRATEGIC MANAGEMENT**

**(For 2005-06 & 2006-07 Admitted Batches only)**

**Time: 3 hours**

**Max Marks: 60**

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

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1. "Corporate planning is not synonymous with long range planning." Why? Discuss.
2. How do political, social and technological factors in the environment affect strategic planning? Explain with examples.
3. Bring out the differences between concentric diversification and conglomerate diversification. How would you evaluate the two as strategic alternatives?
4. (a) What is BCG matrix? What are its uses and limitations  
(b) What is experience curve?
5. What is the role of leadership in strategic management? Illustrate your answer taking a few contemporary examples.
6. Under what circumstances can the turnaround strategy prove to be successful? When does divestment prove to be better than turnaround strategy?
7. Describe the merits and demerits of different kinds of diversification strategies.
8. Discuss the most appropriate methodology for evaluation of strategy.

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