

Total No. of Printed Pages : 2

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MBAH 551

Sl.No. : 0346

IV Semester MBA Degree Examination, May 2018
BUSINESS ADMINISTRATION
Strategic Management

Time : 3 Hours

Max. Marks : 70

SECTION - A
(Compulsory)

Note : Answer to the question should not exceed six pages. (1 × 15 = 15)

Q1) How do political, social and technological factors in the environment affect strategic planning? Explain with examples.

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SECTION - B

Note : Answer any five questions. Each question carries eight marks. Answer to the questions should not exceed six pages. (5 × 8 = 40)

Q2) Discuss the important steps involved in strategic management process.

Q3) Describe the significance of SWOT analysis.

Q4) Explain the concept of vision and mission statement.

Q5) Write a short note on Value Chain Analysis.

Q6) Explain in detail the factors that affect Strategic Choice.

Q7) Briefly explain the nature of strategic evaluation. Point out the barriers in strategic evaluation.

Q8) What is a diversification strategy? List out the types of diversification strategies.

Q9) Illustrate the Porter's five forces frame work.

SECTION-C

(Compulsory)

Note : Answer to the question should not exceed six pages. (1 × 15 = 15)

Q10) The public sector oil company ABC Ltd., the major oil refining and Marketing Company which was also the canalizing agency for oil imports and the only Indian Company in the fortune 500 in terms of sales, planned to make a foray into the foreign market by acquiring a substantial state in the proxa oil field in Iran of the Premier Oil. The project was estimated to have recoverable oil reserves about 14 million tones and ABC Ltd. was supposed to get nearly 06 million tones.

When ABC Ltd. started talking to the Iranian Company for the acquisition in July 2006, oil prices were at a rock bottom (\$14 per barrel) and most refining companies were closing shop due to falling margins. Indeed, a number of good oil properties in the Middle East were up for sale. Using this opportunities, several developing countries made killing by acquiring oil equities abroad.

ABC Ltd. needed Government's permission to invest abroad. Application by ABC Ltd. for investing abroad is to be scrutinized by a special committee represented by the RBI and Finance and Commerce ministries. By the time the government gave the green signal for the acquisition in November, 2007 (i.e. more than a year after the application was made), the prices had bounced back to \$ 28 per barrel. And the FICO of Italy had virtually took away the deal from under ABC Ltd. nose by acquiring the Premier Oil.

The RBI which gave ABC Ltd. the approval for \$ 20 million Investment, took more than a year for clearing the deal because the structure for such investments were not in place, it was reported.

Questions :

- a) Discuss whether it is the domestic environment or global environment that hiders the globalization of Indian business.
- b) What would have been the significance of the foreign acquisition to ABC Ltd.?

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