



Code No. 1064

**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) Examination, May / June 2019**

**Subject: Strategic Management**

**Paper – MB – 401**

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.**

**Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)**

**[Short Answer Type]**

- 1 State the salient features of strategic management
- 2 What is meant by core competencies?
- 3 State the indications for weak and crisis business.
- 4 State the reasons for market diversification
- 5 What is SMART Governance?

**PART – B (5x12 = 60 Marks)**

**[Essay Answer Type]**

- 6 a) Describe the basic elements in strategy formulation.  
**OR**  
b) Explain the system of crafting and executing a strategy for business entity.
- 7 a) Discuss the advantages in the process of environmental analysis relating to a strategic decision.  
**OR**  
b) Describe the vital aspects in BGG and GE models.
- 8 a) Explain the causative factors for developing corporate level international strategy.  
**OR**  
b) Discuss the merits and demerits in strategic alliances.
- 9 a) Explain the features and strategies in the course of industry life cycle.  
**OR**  
b) Describe the elements in competitive analysis and its advantage.
- 10 a) Discuss the necessity of corporate governance under changing business environment.  
**OR**  
b) Explain the significance and applicability of social and ethical responsibilities of corporate entities.

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## FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, May / June 2019

Subject: Business Intelligence

Paper – MB – 402

Time: 3 Hours

Max.Marks: 80

Note: Answer all the questions from Part-A and Part-B.  
Each question carries 4 marks in Part-A and 12 marks in Part-B.

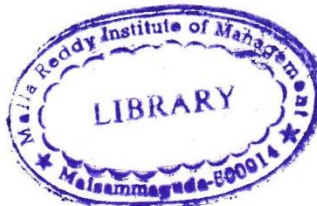
**PART – A (5x4 = 20 Marks)**  
**[Short Answer Type]**

- 1 Business Architecture
- 2 Data Mining
- 3 BPM architecture
- 4 GPS
- 5 Reality Mining

**PART – B (5x12 = 60 Marks)**  
**[Essay Answer Type]**

- 6 a) What is Real Time business intelligence? Explain its role in business performance.  
OR  
b) What are the benefits of business intelligence?
- 7 a) Explain various types of data warehousing methods.  
OR  
b) Explain in detail the characteristics and benefits of data mining.
- 8 a) Compare and contrast between business performance measurement and business intelligence.  
OR  
b) Explain the architecture of business performance measurement.
- 9 a) What is business analytics? Explain various tools and techniques of business analytics.  
OR  
b) Explain various methods of data visualization.
- 10 a) What are the critical success factors for business intelligence implementation?  
OR  
b) Explain in detail the emerging trends in business intelligence implementation.

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**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) Examination, May / June 2019**

**Subject: Supply Chain Management**

**Paper – MB – 403**

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.**

**Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)**

**[Short Answer Type]**

- 1 Bull-whip effect
- 2 Inbound logistics
- 3 Multi model transport
- 4 Retail SCM
- 5 Channel design

**PART – B (5x12 = 60 Marks)**

**[Essay Answer Type]**

- 6 a) What are the objectives of supply chain management?  
**OR**  
b) Explain strategies in global supply chain management.
- 7 a) Explain the merits and demerits of integrated logistics management.  
**OR**  
b) Briefly explain steps involved in logistics planning.
- 8 a) Write a brief note on ware housing operations.  
**OR**  
b) Explain the role and importance of handling systems in ware housing.
- 9 a) Explain the significance of communication technology in supply chain management.  
**OR**  
b) Explain the role of packaging in supply chain management.
- 10 a) What are the factors influencing the supply chain network?  
**OR**  
b) Explain in detail the relationship between HRM and SCM.

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