

Reg. No. : _____

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(For the candidates admitted from 2011 onwards)

B.B.A. DEGREE EXAMINATION, DECEMBER 2018.

Second Year

Part III — Shipping and Port Management/Logistics
and Supply Chain Management/International Shipping
and Air Cargo Logistics Management

INTERNATIONAL STRATEGIC MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the distinguishing characteristics of International Strategic Management.

അന്താരാഷ്ട്ര പ്രതി സ്ത്രീകാര്യത്തിൽ ഭിന്നതകൾ, പരിപാടുകൾ പരിശോധിക്കുക.

2. What is Corporate strategy? Explain in detail.

കമ്പനിയുടെ പ്രതി പരിപാടുകൾ എന്താണ്? വിശദമായി വിശദീകരിക്കുക.

3. Elaborate GAP analysis.

GAP വിശദീകരിക്കുക.

4. What is BCG matrix? Bring out the limitations of BCG matrix.

BCG മാട്രിക്സ് എന്താണ്? BCG മാട്രിക്സിന്റെ പരിമിതികൾ വിശദീകരിക്കുക.

5. What is Strategy Implementation? Explain the various steps involved in strategy implementation.

പ്രതി പരിപാടുകൾ നടപ്പാക്കുന്നതിന്റെ ഘട്ടങ്ങൾ എന്തെല്ലാം? പ്രതി പരിപാടുകൾ നടപ്പാക്കുന്നതിന്റെ വിവിധ ഘട്ടങ്ങൾ വിശദീകരിക്കുക.

6. What are different forms of organisation structure? Explain.

വിവിധ ഓർഗനൈസേഷൻ ഘടനകൾ എന്തെല്ലാം? വിശദീകരിക്കുക.

7. What is strategy evaluation? Explain the important requisites for effective evaluation.

പ്രതി പരിപാടുകൾ മൂല്യനിർണ്ണയം എന്താണ്? ഫലപ്രസാദകരമായ പ്രതി പരിപാടുകൾ നടപ്പാക്കുന്നതിന് ആവശ്യമായ ഘടനകൾ വിശദീകരിക്കുക.

8. Elaborate the techniques for strategic control.

പ്രതി പരിപാടുകൾ നടപ്പാക്കുന്നതിന് ആവശ്യമായ വിവിധ നിയന്ത്രണ വിധികൾ വിശദീകരിക്കുക.

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