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**7008**

Register Number:

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, May 2015**  
**(MANAGEMENT PRACTICES)**  
**(SECOND YEAR)**

**262: STRATEGIC ISSUES IN INTERNATIONAL RETAILING**

Time: Three hours

Maximum: 75 marks

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**SECTION - A**

**Answer any FIVE questions**

**(5 × 3 = 15)**

1. What do you mean by strategic management?
2. What is enterprise strategy?
3. What is type I and type II ethics?
4. Draw the BCG matrix and explain briefly.
5. List out the steps in corporate level strategy formulation.
6. What is strategy implementation?
7. What is strategic information system?
8. What are the role of strategic management?

**SECTION - B**

**Answer any THREE questions**

**(3 × 10 = 30)**

9. Explain how strategic evaluation and control can result in changes in the plan as well as the activities.
10. Describe strategies for improving product quality and give an example.
11. Explain the strategy implementation based on global perspective.
12. Differentiate SBU level and corporate level strategies.
13. Explain about social audit.

**SECTION - C**

**Answer any ONE question**

**(1 × 15 = 15)**

14. Explain the basic strategic management process model.
15. Describe the factors determining mission statement.
16. How the Indian retail market is differ from International retail market.

**SECTION - D**  
**COMPULSORY**

**(1 × 15 = 15)**

17. Explain the dimensions of social responsibilities of business.

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