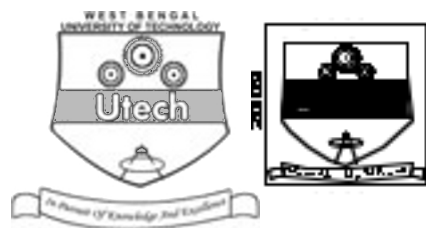


**STRATEGIC MANAGEMENT : PLANNING, STOCK ANALYSIS AND SERVICE
(SEMESTER - 2)**

CS / MMA / SEM-2 / MMA-204 / 09



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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**Roll No. of the
Candidate**

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CS / MMA / SEM-2 / MMA-204 / 09

ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009

STRATEGIC MANAGEMENT : PLANNING, STOCK ANALYSIS AND SERVICE (SEMESTER - 2)

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
2. a) In **Group – A**, Questions are of Objective type. You have to answer the questions in the space provided marked "**Answer Sheet**".
b) For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
4. Read the instructions given inside carefully before answering.
5. You should not forget to write the corresponding question numbers while answering.
6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
7. **Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
9. Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

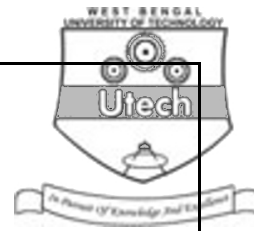
FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

	Group – A					Group – B					Group – C					Total Marks	Examiner's Signature
Question Number																	
Marks Obtained																	

.....
Head-Examiner / Co-Ordinator / Scrutineer

34004 (08 / 06)



DO NOT WRITE ON THIS PAGE



ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009
STRATEGIC MANAGEMENT : PLANNING, STOCK ANALYSIS AND SERVICE
SEMESTER - 2



Time : 3 Hours]

[Full Marks : 70

GROUP – A

(Objective Type Questions)

1. Answer any *five* of the following : 5 ∞ 2 = 10
- a) Describe briefly the different concepts of value with regard to stock.
 - b) Explain leverage and turnover ratios.
 - c) What is meant by mastering competitive intelligence ?
 - d) What are the major factors related to influencing people ?
 - e) Write a short note on strategic planning.
 - f) What is MVA ?

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3 ∞ 5 = 15

2. How can you implement a strategic plan ? Discuss the opportunity management approach in this regard.
3. a) The most recent dividend paid by a company was Rs. 6 per share. The expected annual rate of growth in dividends is 6%. The required rate of return is 15%. What is the price per share ?
- b) The stock of a company is currently selling for Rs. 60 per share. The dividend expected next year is Rs. 4. The required rate of return is 15%. What is the expected growth rate ?



4

4. What do you mean by global retailing ? Analyze the strength and opportunities of Walmart in this respect.



5. How can value of share influence corporate goodwill ?

6. How to analyze a financial statement ?

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 ∞ 15 = 45

7. Discuss a strategic management model in entrepreneurship and discuss some of the entry strategies for acquiring a new venture.

8. Enumerate the importance of ratio analysis for inter-firm and intra-firm comparisons.

9. What is the importance of customer service in retail sector ? What is meant by poor service ? What are the costs of poor customer service ? Discuss with the case of food retailing.

10. What is meant by customer delight ? What should be done to achieve customer delight ? Discuss this on the light of FMCG sector.

11. What is EVA ? What are the three components of EVA calculation ?

END