



DRAVIDIAN UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION
Kuppam-517426
II YEAR MBA ASSIGNMENT
Paper 204: STRATEGIC MANAGEMENT

Answer any three questions

3X10=30

1. Explain the mission, vision, objectives and policies of strategic management.
2. Explain the tools and techniques of Porter's Five Force Model.
3. What is meant by strategy? Explain various types of strategies.
4. Explain strategies for competing in globalizing markets and internet economy.
5. What are the techniques of evaluating and controlling corporate strategies?