

**FINAL EXAMINATION**

June 2013

**F-P13(MSM)****Syllabus 2008****Management Accounting—Strategic Management**

Time Allowed: 3 Hours

Full Marks: 100

**SECTION I (60 Marks)**

(Strategic Management)

*Answer Question No. 1 and any other two more from the rest in this section.**(Please answer all parts of the question at one place.)*

1. (a) In each of the cases/statements given below, one of four alternatives is correct. Indicate the correct answer: 1×10
- (i) The role of leadership can be best evaluated by looking at
    - (A) Vision
    - (B) Strategy
    - (C) Succession Planning
    - (D) All of the above
  - (ii) Successful differentiation strategy allows the company to
    - (A) Gain buyer loyalty to its brand
    - (B) Charge to high a price premium
    - (C) Depend only on intrinsic product attributes
    - (D) Segment a market into distinct group of buyers
  - (iii) '3C' model in business management (value based) consists of
    - (A) Customers, costs and competition
    - (B) Customers, context and channels
    - (C) Cost, capital and capability
    - (D) Competitors, channels and context
  - (iv) BSNL's plan behind introduction of 'Internet Plan 99', ISDN Virtual Private Network etc. would be an example
    - (A) Utilisation of newer technology
    - (B) Portfolio generation
    - (C) Diversification of business
    - (D) Product development
  - (v) The corporate governance framework should ensure
    - (A) Rights of stakeholders are established by law
    - (B) Equitable treatment to all stakeholders
    - (C) Timely and accurate disclosure of all material matters finance, performance and ownership of the company
    - (D) All of the above and social responsibility
  - (vi) The difference between strategic alliances and joint ventures can best be explained by
    - (A) All strategic alliances are joint ventures
    - (B) All joint ventures are strategic alliances
    - (C) All strategic alliances are temporary phenomena
    - (D) All joint ventures involve equity participation

**Please Turn Over**

