

Reg. No. :

--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code: 6313056

M.B.A. DEGREE EXAMINATIONS, NOV/ DEC 2024

Third Semester

Master of Business Administration

P23BAT31 - STRATEGIC MANAGEMENT

(Regulation 2023)

Time: Three Hours

Maximum: 100 Marks

Answer ALL questions

PART – A

(10 x 2 = 20 Marks)

1. Define the term strategy.
2. Mention the any two key roles of Stakeholders in Business.
3. Identify some of External Environment.
4. How do you identify distinctive competencies?
5. Give some examples of Expansion Strategy.
6. Illustrate the term Balance Score Card.
7. Give outline about Strategy implementation.
8. Define the term Politics in the context of strategic Management.
9. How to manage technology in strategic Management.
10. Interpret the term Strategic thinking.

PART – B

(5 x 16 = 80 Marks)

11. (a) Explain in various steps involved in the strategic formation process. (16)

(OR)

- (b) Explain the relationship between corporate governance and corporate social responsibility, with a specific focus on Indian companies. (16)

12. (a) Analyze how Porter's Five Forces model can be applied to assess industry competition and strategic positioning. (16)

(OR)

- (b) Examine a few methods to avoid failure and sustain a competitive advantage. (16)

13. (a) Evaluate Business Portfolio Analysis using GE 9 Cell model. (16)

(OR)

- (b) Develop the Scenario Plan for Environmental Threat and Opportunity Profile (ETOP). (16)

14. (a) "Resource Allocation as a vital part of strategy" Justify. (16)

(OR)

- (b) Explain about the techniques of strategic evaluation and Control systems. (16)

15. (a) Provide a detailed explanation of the implications and challenges of strategic management. (16)

(OR)

- (b) How does strategic management apply in the context of the new globalized economy? (16)