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Reg. No. :

Question Paper Code : 10204

M.B.A. DEGREE EXAMINATIONS, APRIL/MAY 2023.

Third Semester

BA 4301 – STRATEGIC MANAGEMENT

(Regulations 2021)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Definition of Business Objectives.
2. What is the purpose of Vision and Mission?
3. What is meant by Core Competencies?
4. Define the Sustaining Competitive Advantage.
5. What is Vertical Integration?
6. Write short Dotes on GAP Analysis.
7. Define the Implementing Strategic Changes.
8. Describe the Designing Strategic Control System.
9. Write short notes on Organizational Culture.
10. Describe the Non Profit Organizations.

PART B — (5 × 13 = 65 marks)

11. (a) Explain the Corporate Governance and Social Responsibility.
- Or
- (b) Illustrate the Concept of Strategy and the Strategy Formation Process.
12. (a) Discuss the National Context and Competitive advantage Resources.
- Or
- (b) Analyse the Porter's five forces model convey elucidate it with suitable illustrations
13. (a) Explore the McKinsey 7S Model in the organization explain how you can apply the hard element and soft elements in the management?
- Or
- (b) Explain the SWOT Analysis.
14. (a) Describe the Techniques of Strategic Evolution and Control.
- Or
- (b) Discuss the Designing Strategic Control System.
15. (a) Analyse the Recent Trends in Strategic Management.
- Or
- (b) Explore the New Business Model and Strategies for Internet Economy Challenges in Strategic Management.

PART C — (1 × 15 = 15 marks)

16. (a) Mr. Ganesh Chairman of a company just had a discussion with a group of local people. The group known as 'Council for Environmental Action' demanded an immediate reduction of the pollutants thrown into the air by the plants of the company. Mr. Ganesh had explained the company's policy of gradual reduction of pollutants and promised to study the matter further. But the group has not satisfied and asked for another meeting in a week time. Mr. Ganesh reluctantly agreed.
- Suggest a suitable proposal to present before the group in the next meeting to convince it totally.

Or

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- (b) Tata group of companies ventured into steel making, automobile manufacturing and software development to meet the requirements of global market. In these three segments Tata group companies' viz., Tata Steel, Tata Motors, and Tata Consultancy Services enjoy global competitive advantage. Focus the bases for their competitive advantage.
- (i) How these companies position their competitive advantage? Are these competitive advantages Sustainable?
- (ii) Explain the nature of competitive intelligence system in vogue in those companies.

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