

C-2361

Sub. Code

31032

M.B.A DEGREE EXAMINATION, NOVEMBER-2020

Third Semester

Industry Integrated

STRATEGIC MANAGEMENT

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Strategic Management.
2. What are the characteristics of a mission statement?
3. What is core competence?
4. Define vision.
5. Differentiate between centralization and decentralization.
6. Explain Reengineering.
7. What is strategic control system?
8. Write note on GAP analysis.
9. What do you mean by evaluation and control?
10. What is Globalization?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Describe strategic implementation stage

Or

- (b) Define business. Explain different types.

12. (a) Differential between internal and external environment.

Or

- (b) Explain National Context and Competitive advantage.

13. (a) Explain various functional level strategies.

Or

- (b) Explain in detail about the strategic choice process.

14. (a) Write note on Strategic change.

Or

- (b) What is power? Explain the various types of power.

15. (a) Explain advertising model in Internet business model.

Or

- (b) Write note on Corporate social responsibility.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the conceptual framework of strategic management process.

Or

- (b) Write a brief note on managing technology and innovation.

17. (a) Explain the steps involved in designing strategic control system.

Or

- (b) Explain different Corporate Portfolio Analysis.

18. (a) Explain various models of Internet business.

Or

- (b) Explain with an example the various strategic issues for non-profit organization.
