

THE KAVERY ENGINEERING COLLEGE*(An Autonomous Institution)***UG/PG DEGREE END SEMESTER THEORY EXAMINATIONS, APRIL-MAY 2026***Third Semester**Master of Business Administration***PMBT2431 – STRATEGIC MANAGEMENT***Regulations - 2024***Duration : 3 Hrs****Maximum : 100 Marks****PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)**

Q.No	Questions	BTL	CO	Marks
1.	Define strategic management.	L1	1	2
2.	List the stakeholders in business.	L1	1	2
3.	List the core competencies in a business.	L1	2	2
4.	Give an example of distinctive competencies for Milky Mist Dairy Food Limited.	L2	2	2
5.	Recall the term Generic strategies.	L1	3	2
6.	Mention the term organizational capability profile.	L2	3	2
7.	State divisional organizational structure in a business.	L1	4	2
8.	Summarize the role of power and conflict in strategic implementation.	L2	4	2
9.	What are the major challenges in strategic management?	L1	5	2
10.	Infer the main idea of strategic thinking.	L2	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)

Q.No	Questions	BLT	CO	Marks
11. a	Construct the elements of a vision and mission of an organization that drive its purpose with examples.	L3	1	16
	Or			
b	Develop objectives and goals drive a business? Elucidate your views with appropriate examples of a successful business.	L3	1	16
12. a	Demonstrate Porter's five force model with an real-world example.	L2	2	16
	Or			
b	Illustrate the ways to avoid failures and sustain competitive advantage in business.	L2	2	16
13. a	Apply what you learned on vertical integration to develop a strategic position for a failing business unit in garment sector.	L3	3	16
	Or			
b	Construct a SWOT analysis for a new start – up organization in detail.	L3	3	16
14. a	Categorize the motive of designing control systems in detail.	L4	4	16
	Or			
b	Appraise the techniques of strategic evaluation in detail.	L4	4	16
15. a	Design a various strategy on your own for internet economy.	L5	5	16
	Or			
b	Construct a strategic management in new globalized economy.	L5	5	16