

Register No : _____

THE KAVERY ENGINEERING COLLEGE
(An Autonomous Institution)

MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV /DEC 2024

Third Semester

Master of Business Administration

BA4301 – Strategic Management

Regulations - 2021

Duration : 3 Hrs

Maximum : 100 Marks

PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
1.	Define vision and mission.	RE	1	2
2.	Define corporate governance.	RE	1	2
3.	Summarize competitive advantage.	UN	2	2
4.	Outline elements of porter's five forces model.	UN	2	2
5.	Define strategic alliance.	RE	3	2
6.	What is GAP analysis?	RE	3	2
7.	Recall strategic change.	RE	4	2
8.	Summarize strategic evaluation.	UN	4	2
9.	Classify business models.	UN	5	2
10.	Why strategic thinking is crucial to strategic issues?	RE	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*13 = 65)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a i Analyze the process of strategy formation with suitable examples.	AN	1	07
	ii Examine the role of stakeholders in shaping business strategy for better performance.	AN	1	06
	Or			
	b i Identify the elements of strategy formation process.	AP	1	05
12.	ii Select a business strategy and relate it with vision and mission of the organization and explain. Give examples.	AP	1	08
	a i Identify the elements of porter's five forces model and explain?	AP	2	08
	ii Make use of generic building blocks of competitive advantage in business and explain?	AP	2	05
	Or			
	b i Examine the concept of competitive advantage resources in business.	AN	2	07
	ii Classify how low cost & differentiation in business would serve as a competitive advantage.	AN	2	06

13.	a	i	Classify SWOT analysis and GAP analysis using a business environment.	AN	3	08
		ii	Simplify vertical integration & diversification in business. Give example.	AN	3	05
Or						
	b	i	Identify the benefits of structuring corporate portfolio analysis.	AP	3	06
		ii	Make use of the benefits of strategic analysis and choice for managing growth in organization.	AP	3	07
14.	a	i	Examine the strategy implementation process with example.	AN	4	08
		ii	Simplify the concept of designing strategic control system for an organization.	AN	4	05
Or						
	b	i	Classify politics, power and conflict. Give examples.	AN	4	07
		ii	Categorize the concept of matching organizational structure and control to strategy.	AN	4	06
15.	a	i	Apply some of the perceived strategic issues for non profit organizations and give example.	AP	5	08
		ii	Identify new business models and strategies. Explain with example.	AP	5	05
Or						
	b	i	Make use of strategic management as an organizational force. Explain in detail.	AP	5	07
		ii	Select managing technology and innovation as a strategy and explain.	AP	5	06

*PART – C (Marks 1*15 = 15)*

<i>Q.No</i>	<i>Questions</i>			<i>BLT</i>	<i>CO</i>	<i>Marks</i>
16.	a	i	Classify distinctive competencies in a business environment.	AN	2	08
		ii	Simplify the concept strategic advantage profile. Give example.	AN	3	07
Or						
	b	i	Examine the techniques of strategic evaluation in a business environment.	AN	4	07
		ii	Inspect how change management as a strategy in organizations will improve business performance.	AN	5	08