Register No : ________________

THE KAVERY ENGINEERING COLLEGE

(An Autonomous Institution)

MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV/DEC 2025

Third Semester

Master of Business Administration

BA4301 / PMBT2431 – Strategic Management

Regulations – 2021 & 2024

Duration : 3 Hrs | *Maximum : 100 Marks*

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

Q.No	Questions	BTL	CO	Marks
1.	State the meaning of mission.	L1	1	2
2.	Define corporate governance	L1	1	2
3.	Write a short note on core competencies.	L1	2	2
4.	Name two common reasons why companies fail to sustain competitive advantage.	L1	2	2
5.	Infer any two examples for conglomerate diversification.	L2	3	2
6.	State the meaning of Balance Score Card.	L1	3	2
7.	Mention any two techniques of strategic evaluation.	L2	4	2
8.	Define strategic audit.	L1	4	2
9.	Differentiate innovation and creativity.	L2	5	2
10.	Outline the meaning of change management.	L1	5	2

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

Q.No		Questions	BLT	CO	Marks
11.	a	Analyze the steps of the strategy formulation process in detail with suitable example.	L4	1	16
		Or			
	b	"Corporate in India fail to shoulder the social responsibility". Justify your stand.	L4	1	16
12.	a	Using Porter's Five Forces model, examine the competitive changes that occur among strategic groups as an industry evolves.	L3	2	16
		Or			
	b	Apply strategic management concepts to examine the competitive advantages of two automobile manufacturing companies with suitable examples.	L3	2	16
13.	a	"Building and restructuring the Indian Public Sector Enterprises is the need for the day". Discuss.	L2	3	16
		Or			
	b	Discuss the McKinsey's 7s framework for organizational analysis with an illustration.	L2	3	16

14.	a	Describe the steps involved in strategy implementation and explain their importance.	L2	4	16
		Or			
	b	Demonstrate any four political tactics commonly used in modern organizations.	L2	4	16
15.	a	Critically evaluate the strategic management process in non-profit organizations in the context of the healthcare industry, and recommend measures to enhance their strategic effectiveness and patient outcomes.	L5	5	16
		Or			
	b	Assess the role of change management in enabling tourism companies to remain competitive in a globalized economy, and recommend measures to enhance adaptability and performance.	L5	5	16