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Question Paper Code: CMB012

MBA III Semester End Examinations (Supplementary) - May, 2018

Regulation: .-R16**Strategic Management****Time: 3 Hours****(MBA)****Max Marks: 70****Answer ONE Question from each Unit****All Questions Carry Equal Marks****All parts of the question must be answered in one place only****UNIT – I**

1. (a) Define strategic management. Explain the various steps in strategic management. [7M]
(b) How the Porter's five forces model will helpful for industry analysis? Explain with a suitable industry choice of yours. [7M]
2. (a) What is value chain analysis? Explain with suitable examples? [7M]
(b) Discuss the features of mission statement and how mission and vision are inter related? [7M]

UNIT – II

3. (a) What are the factors need to be considered in developing a competitive strategy? [7M]
(b) How a company can create cost leadership strategies? Discuss. [7M]
4. (a) What is meant by SWOT analysis? Carry out detailed SWOT analysis on a company of your choice. [7M]
(b) Explain the objectives and goals based on critical success factors. [7M]

UNIT – III

5. (a) What are turnaround strategies? How do identify there is need for turnaround strategy? [7M]
(b) Define conglomerate diversification? Explain the mechanics for adopting the same in detail. [7M]
6. (a) What are the different forms of corporate restructuring? Discuss with an example [7M]
(b) Explain the relevance of BCG matrix and what strategies do you adopt at every quadrant. [7M]

UNIT – IV

7. (a) What are the different types of risks in the international environment while one has to consider before selecting global strategies. [7M]
(b) Discuss the challenges made by the CEO in selecting the international strategies? [7M]

8. (a) Describe different restructuring strategies available for a company. [7M]
(b) Discuss the various strategies to enter in the international markets with examples. [7M]

UNIT – V

9. (a) Explain in detail about any three types of organizational structure with its features . [7M]
(b) What is the need, importance of innovation and creativity in business? [7M]
10. (a) What are the specific entrepreneurial aspects that included in the strategy formation process. [7M]
(b) What are the different types of strategic controls implemented in companies? Discuss in detail. [7M]