



**PART – A (10x2=20 Marks)**

1. Write short notes on the following:

- (a) Objectives
- (b) Strategic intent
- (c) Core competencies
- (d) Socio culture environment
- (e) Competitive advantage
- (f) Business level strategy
- (g) Offensive strategy
- (h) Strategic alliance
- (i) Corporate governance
- (j) Strategy and policy

**PART – B (5x12=60 Marks)**

2.(a) Discuss the need for and benefits of strategic management.

**OR**

(b) Explain the vision and mission, objectives, and policies.

3.(a) What are the global factors that are affecting business in recent times?

**OR**

(b) How do you identify opportunities and threats of business ? Discuss the resource based view of organization analysis.

4.(a) Discuss business level strategy in detail.

**OR**

(b) Explain how strategies are competing in emerging industries.

5.(a) What is acquisition ? Explain the circumstances under which the acquisitions are appropriate.

**OR**

(b) Explain the offensive and defensive strategies.

6.(a) What is organizational change? How do you bring the strategic change?

**OR**

(b) What is social responsibility? Explain the social responsibility strategy.

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