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Question Paper Code : BS2118

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2017.

Third Semester

DBA 7303 — STRATEGIC MANAGEMENT

(Common to All Branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. How mission is different from vision?
2. Define corporate governance.
3. What do you mean by environmental scanning?
4. What are core competencies?
5. What do you understand by the term strategic alliance?
6. Define strategic advantage profile.
7. What is procedural implementation?
8. Define strategic audit.
9. What is innovation?
10. What do you mean by strategic piggybacking?

PART B — (5 × 13 = 65 marks)

11. (a) Explain the various phases of strategy formulation with an illustration.

Or

- (b) What is Corporate Governance? State the concept, need and principles of corporate governance.

12. (a) Discuss the porter's five force model of industry analysis with suitable illustration.

Or

- (b) Explain how will you identify corporate capability factors of different functional areas with examples.
13. (a) Discuss the advantages and limitations of growth strategies with examples.

Or

- (b) Discuss the Mc.Kinseys 7s framework for organisational analysis with an illustration.
14. (a) Give a detailed account on various human resources activities that contribute to the effective strategy implementation.

Or

- (b) Discuss the process of strategic evaluation and control in detail.
15. (a) Describe in detail the strategic management process in non-profit organisations.

Or

- (b) Give a detailed account on new strategies adopted by Indian organisations in the internet economy.

PART C — (1 × 15 = 15 marks)

16. (a) “Corporate Social Responsibility as a business imperative must not be accepted grudgingly or half heartedly. Instead, it must be practiced with full vigor and straight from the heart passion and this certainly helps the companies in the long run” – Critically analyse the statement with Indian examples.

Or

- (b) Do a SWOT Analysis for Reliance Gio 4G services in Indian market and analyse the strategic approach of reliance communication in this regard.

12. (a) What does Porter's five forces model convey? Elucidate it with suitable illustrations.

Or

- (b) Examine the impact of globalization on industry structure.

13. (a) "Building and restructuring the Indian Public Sector Enterprises is the need for the day" – Discuss.

Or

- (b) Choose any one MNC operates in India and apply SWOT analysis for that MNC.

14. (a) Enumerate and explain the process involved in strategy implementation.

Or

- (b) Critically analyse the role of power and politics in the process of strategy implementation and evaluation.

15. (a) Describe the strategic issues for Non Profit Organisations. Suggest suitable measures to resolve such issues.

Or

- (b) Discuss the significance of Internet economy in the context of current demonetization scenario.

PART C — (1 × 15 = 15 marks)

16. (a) Choose any two cellular phone manufacturing companies and compare their competitive advantages with live examples.

Or

- (b) What were the major strategic drawbacks of kingfisher airlines? What was the vital reason for its dropdown? Consider the strategic issues and justify it.

Reg. No. :

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Question Paper Code : KJ1118

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2017.

Third Semester

DBA 7303 — STRATEGIC MANAGEMENT

(Common to all branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Strategy.
2. Define mission and vision of an organization.
3. What is meant by competitive advantage?
4. How do Political, Social and technological factors in the environment affect strategic planning?
5. What is vertical integration?
6. Define the term Balanced Score Card.
7. What is strategic control system?
8. What is Conflict?
9. What is non-profit organization?
10. Define E-Business model.

PART B — (5 × 16 = 80 marks)

11. (a) As a corporate planner of a large MNC, how would you plan the environment for the different units located at different places and belonging to different industries? (16)

Or

- (b) Define corporate social responsibility. Explain the categories of socially responsible behavior. (16)

12. (a) Enumerate Porter's five forces model. Give an example. (16)

Or

(b) Explain the Generic building blocks of competitive advantage. (16)

13. (a) Describe the different types of strategies. (16)

Or

(b) (i) Discuss the importance of SWOT analysis and ETOP. (8)

(ii) Discuss about GAP analysis. (8)

14. (a) Explain the types of organization structure. Write a short note on the most suitable form of organization structure for a highly innovative technology based firm. (16)

Or

(b) Explain the process of strategic implementation and evaluation. (16)

15. (a) "Strategic management process for non-profit organization differ with other organization" – Discuss. (16)

Or

(b) Discuss some of the new business models for Internet economy. (16)

Reg. No. :

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Question Paper Code : S1118

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2016

Third Semester

DBA 7303 — STRATEGIC MANAGEMENT

(Common to all branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Who are the different stakeholders in business?
2. Define corporate governance.
3. Define globalization.
4. What is retrenchment strategies?
5. What is balanced scorecard?
6. What is strategic control system?
7. State different types of organizational structure.
8. What is non-profit organization?
9. Differentiate innovation and creativity.
10. Define corporate portfolio analysis.

PART B — (5 × 16 = 80 marks)

11. (a) Explain social responsibility with real world examples.

Or

- (b) Discuss strategy formation process.

12. (a) Elucidate Porter's five forces model.

Or

(b) Explain generic building blocks of competitive advantage.

13. (a) Discuss GE 9 cell model.

Or

(b) Discuss Mc kinsey's 7s framework.

14. (a) Different techniques of strategic evaluation and control.

Or

(b) Explain strategic implementation and evaluation process.

15. (a) Discuss strategic issues of non profit organisation.

Or

(b) Explain new business models and strategies for internet economy.

Reg. No. :

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Question Paper Code : 80118

M.B.A. DEGREE EXAMINATION, AUGUST 2015.

Third Semester

DBA 7303 — STRATEGIC MANAGEMENT

(Regulations 2013)

(Common to All Branches)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are the characteristics of Strategic Management?
2. What are the key elements in developing a mission statement?
3. What is the necessity for companies to go global?
4. What are the resources and capabilities durability of competitive advantage?
5. Write short note on retrenchment and combination strategies.
6. Draw GE 9 Cell Model.
7. How would you design Strategic Control System?
8. What are the power and conflict techniques of strategic evaluation?
9. What is the use of technology in Strategic Management?
10. Mention the strategies involved for Internet Economy.

PART B — (5 × 16 = 80 marks)

11. (a) Define Strategic Management and discuss the important steps involved in strategic management process.

Or

- (b) Discuss the factors which contribute to the growing concern of business towards corporate social responsibility.

12. (a) Explain in detail the strategic groups competitive changes during industry evolution using Porter's Five Forces Model.

Or

- (b) Illustrate with suitable example for avoiding failures and sustaining competitive advantage.

13. (a) Explain the strategies used in the global environment for building and restructuring the corporation.

Or

- (b) Write short notes on Mc Kinsey's 7s framework, GAP Analysis and corporate portfolio analysis.

14. (a) Design an organization structure for your educational institution and match structure and control to strategy.

Or

- (b) What are the different steps involved in the implementation of strategy? Discuss each of them in brief giving examples.

15. (a) Bring out the new innovations carried forward to frame strategy and sustain it in the organization in detail.

Or

- (b) Frame a new business model for any of the social networking sites of your choice and explain in detail.

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Question Paper Code : 22120

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2015.

Third Semester

DBA 7303 — STRATEGIC MANAGEMENT

(Regulations 2013)

(Common to All Branches)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is vision statement?
2. What is corporate social responsibility?
3. What is competitive advantage?
4. What is meant by cost leadership strategy?
5. What is strategic alliance?
6. What is Strategic Advantage Profile?
7. What is virtual organisation?
8. What is premise control?
9. Write a short note on 'technological leverage'.
10. What is innovation diffusion?

PART B — (5 × 16 = 80 marks)

11. (a) Explain in detail the strategic management process.

Or

- (b) Explain the different areas in which the organisations can discharge their social obligations.

12. (a) What are the various environmental factors that affect the business? Discuss their relative importance.

Or

- (b) Explain the various components of competitor analysis.

13. (a) Describe in detail the grand strategies.

Or

- (b) Discuss the factors that govern the strategic choice.

14. (a) Explain any four political tactics that are frequently used in modern organisations.

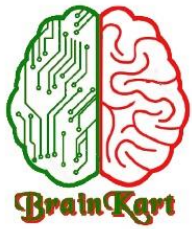
Or

- (b) Explain in detail the four types of strategic control.

15. (a) What measures at the enterprise level are essential for successful absorption of technology in India? Explain.

Or

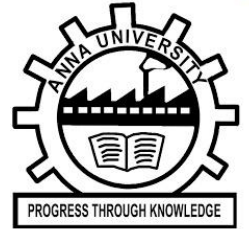
- (b) Discuss the strategic issues involved in nonprofit organisations.
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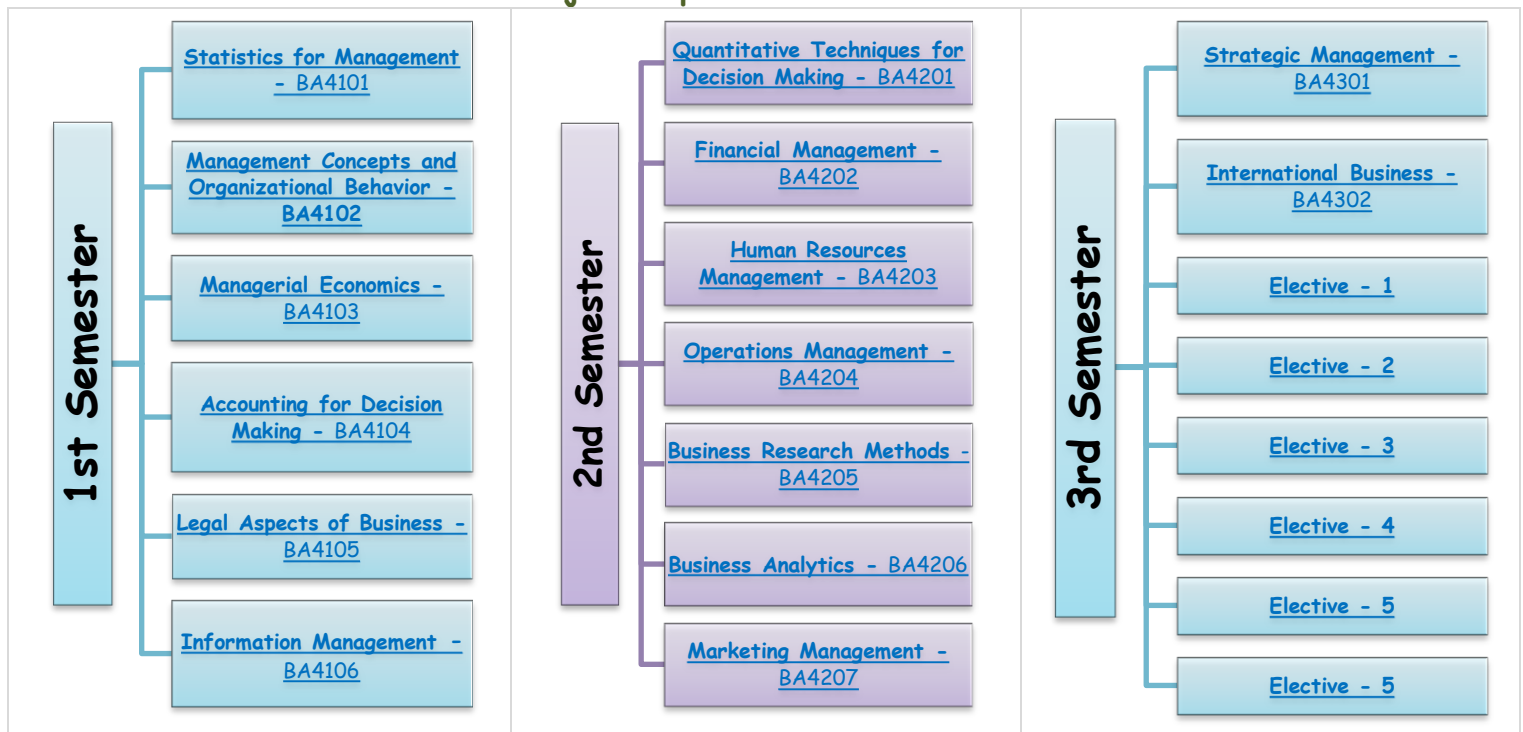
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