

D 54201

(Pages : 2)

Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2024

(CUCSS)

M.B.A.

BUS 3C 17—ADVANCED STRATEGIC MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer all questions.**Each question carries 1 weightage.*

1. What is corporate strategy ?
2. What is corporate social responsibility ?
3. What is strategy evaluation ?
4. What is ethical consideration in strategic management ?
5. What is behavioral implementation ?
6. What is strategic alliance ?

(6 × 1 = 6 weightage)

Part B*Answer any four questions.**Each question carries 3 weightage.*

7. Explain key elements in developing a mission statement.
8. Why ethics matters in business ?
9. Differentiate between merger and acquisition ?
10. List out the role of top management in strategic management.

Turn over

11. What are the challenges to global strategic partnership ?
12. What is generic competitive strategies ? What are its types

(4 × 3 = 12 weightage)

Part C

Answer any **three** questions.

Each question carries 4 weightage.

13. Define strategic management. Explain briefly characteristics of strategic management.
14. Explain GEC Model
15. Distinguish between Vision and mission
16. Discuss with the help of examples, the role of strategists in Corporate Management.
17. Explain BCG Matrix model.

(3 × 4 = 12 weightage)

Part D

Answer the **Compulsory** questions.

The question carries 6 weightage.

18. How is stable environment different from dynamic environment ? What are the suitable strategies for industries to follow while operating in a stable environment ?

(1 × 6 = 6 weightage)