

D 115140

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Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE (2016 SCHEME) EXAMINATION
JANUARY 2025**

M.B.A. (CUCSS)

BUS 3C 17—ADVANCED STRATEGIC MANAGEMENT

Time : Three Hours

Maximum : 36 Weightage

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

1. What is business strategy ?
2. What is mission statement ?
3. What is social consideration in strategic management ?
4. What is acquisition ?
5. What is scenario planning ?
6. What is global strategic partnership ?

(6 × 1 = 6 weightage)

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

7. What do you understand about corporate social responsibility ? Give example
8. What are the functions of board of directors ?
9. Write a note on distinctive competitiveness.
10. Write a note on strategies for virtual business.
11. Differentiate between Low cost differentiation and focused differentiation.
12. Write a note on competitive analysis.

(4 × 3 = 12 weightage)

Part C*Answer any three questions.**Each question carries 4 weightage.*

13. Explain the implications of ethical decision making to modern firms.
14. Is policy formulation different from strategy formulation? Discuss.

Turn over

15. Explain Dupont control model.
16. Explain SWOT analysis.
17. Explain the responsibility of an organization towards its stake holders.

(3 × 4 = 12 weightage)

Part D

Answer the Compulsory question.

18. Explain the various levels of strategy. Are there any interrelation between them ? Explain.

(1 × 6 = 6 weightage)