

C 32825

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Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2017

(CUCSS)

BUS 3C 18 – STRATEGIC MANAGEMENT

(2013 Admissions)

Maximum : 36 Weightage

Time : Three Hours

Section A

Answer all the questions.

Each question carries 1 weightage.

1. What are the types of strategy?
2. What are the skills of top management?
3. What is a mission?
4. What is an experience curve?
5. What is behavioral implementation?
6. What is the contribution of Michael Porter in Strategic Management?

(6 × 1 = 6 weightage)

Section B

Answer any six questions.

Each question carries 3 weightage.

7. Enumerate the steps in Strategic Management Process and explain.
8. What is an objective? Explain areas of objectives set for all areas and departments of an organization?
9. Write a note on strategic choices.
10. What is corporate analysis? Explain.
11. What are the limitations of BCG matrix?
12. What is resistance to change? Explain why it happens?
13. Explain briefly the criteria for evaluating strategic alternatives?
14. Write a note on 7S framework.

(6 × 3 = 18 weightage)

Turn over

Section C

Answer any **two** questions.

Each question carries 6 weightage.

15. Explain the methods of creating vision and mission for an organisation.
16. Why do we conduct environmental scanning? How SWOT analysis can help understand the capabilities? Explain.
17. Explain the tools and techniques of strategy evaluation with examples.

(2 × 6 = 12 weightage)