

D 12349

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Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JANUARY 2022**

M.B.A.

BUS 3C 17—ADVANCED STRATEGIC MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Section A*Answer all questions given below.**Each question carries 1 mark.*

1. What is global strategy ?
2. What is ethical consideration ?
3. What do you mean external environment ?
4. What do you mean service cost ?
5. What is by product ?
6. What is value analysis ?

(6 × 1 = 6 weightage)

Section B*Answer any four questions given below.**Each question carries 3 marks.*

7. What are the characteristics of strategic management ?
8. What is the ethical consideration in strategic management ?
9. Explain competitive analysis.
10. What are the different types of environment ?
11. Explain the service cost units.
12. What are the different techniques of cost reduction ?

(4 × 3 = 12 weightage)

Turn over

Section C

Answer any **three** questions given below.

Each question carries 4 marks.

13. Explain the military origin of strategy.
14. Explain the role of vision and mission statements.
15. What are the different types of costing ?
16. Explain the BCG model.
17. Explain cost reduction process.

(3 × 4 = 12 weightage)

Section D

Compulsory question.

18. Explain the impact of value analysis on profit volume and value.

(1 × 6 = 6 weightage)