

**M.A. DEGREE EXAMINATION, NOVEMBER 2018**  
**II Year III Semester**  
**Core Major -X**  
**STRATEGIC MANAGEMENT**

**Time : 3 Hours**

**Max.marks :75**

**Section A** ( $10 \times 2 = 20$ ) Marks

Answer any **TEN** questions

1. Define Strategy.
2. What do you mean by Strategic vision?
3. State two important characteristics of strategic decisions.
4. What is meant by corporate strategy?
5. Write the objectives of corporate social responsibilities.
6. Define Business Policy.
7. Environmental Scanning.
8. Growth Share Matrix.
9. What is the purpose served by ETOP?
10. What is Generic strategy.
11. Balance Scorecard.
12. What do you mean by value chain analysis?

**Section B** ( $5 \times 5 = 25$ ) Marks

Answer any **FIVE** questions

13. Write the importance of corporate strategy.
14. Why is business environment required to be forecast and anticipated by business managers? Discuss.
15. Explain Profit Impact of Market Strategy.
16. State briefly the purpose of HRM strategy.
17. Explain about BCG matrix.
18. Discuss about the process of value chain analysis.
19. Explain the process of strategic control

**Section C** ( $3 \times 10 = 30$ ) Marks**PART - A - Case Study - Compulsory Question**

20. A company producing detergents for the local markets in suburban areas was facing increasing competition from branded products. The management decided to concentrate on controlling costs by recasting production and marketing processes and bargaining with suppliers to minimise cost of inputs. But there were limits of cost cutting by recasting processes and optimise time utilisation. Suppliers of inputs too were reluctant to yield to pressures. After a year, sales started declining fast.
- a) What else can the management do in the face of growing competition?
  - b) Give your suggestions to improve the sales.

**PART - B**

Answer any **TWO** questions

- 21. State and explain briefly the concept of 7-S framework.
- 22. What is Business policy? Explain its types.
- 23. Explain about Environmental scanning techniques.
- 24. Explain Michael Porters Framework for Strategic Management.

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**Section C** ( $3 \times 10 = 30$ ) Marks**PART - A - Case Study - Compulsory Question**

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