

**M.A. DEGREE EXAMINATION, NOVEMBER 2019**  
**II Year III Semester**  
**Strategic Management**

**Time : 3 Hours**

**Max.marks :75**

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

Answer any **TEN** questions

1. What is Tactics.
2. What is the importance of Corporate Strategy?
3. State two objectives that needs to be kept in mind while formulating a Business policy.
4. What is Strategic Premise Control.
5. What do you mean by Environmental Scanning?
6. What do you mean by Value Chain Analysis?
7. What is Balanced Score Card?
8. What is Scenario Planning?
9. What is Strategic Leadership?
10. What is Strategic Information System?
11. What is Du Pont's control model.
12. What do you mean by Internal Scanning?

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

Answer any **FIVE** questions

13. Highlight the functions of Board of Directors.
14. Explain SWOT Audit.
15. Explain the role of Ethical responsibility in Corporate Governance.
16. What is Strategic Advantage Profile? Prepare a Strategic advantage profile for any organization of your choice?
17. Elucidate the qualities of a Strategic Leader.
18. Explain Strategic Information System.
19. Explain different generic Strategies.

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

20. In early 2013, the head of business development and commercial operations of Arla Foods, a dairy farm enterprise concentrated its efforts on Northern European markets, is investigating, in the light of a novel five-year strategy, alternative to the existing organization structure.

His purpose is to learn the best structure that could produce the strategy, which is centered on renewed International growth. The brand new structure must focus on Asia and Africa . It also has to make certain that Arla Foods has the right competitive position in individual markets, which fluctuate extensively when it comes to customer purchasing habits and retail formats. It must also ensure regular opening of dairy farm categories developed from local resources and marketable worldwide.

Suggest appropriate structure for the strategic . Substantiate your answer.

**PART - B**

Answer any **TWO** questions

21. Explain the process involved in Strategic management.
22. Explain the 7S Frame work Model.
23. Elaborate Michael Porter's 5 force model for strategic management.
24. Highlight the steps involved in developing a strategic vision.

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

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