

M.A. DEGREE EXAMINATION, ODD SEMESTER 2020
II Year and III Semester
Strategic Management

Max.marks :25

Answer any **FIVE** questions ($5 \times 5 = 25$) Marks

1. Precisely mention the process involved in Strategic Management.
2. Mention the importance of Policy Formulation in a Business.
3. Write a note on Environmental scanning.
4. What do you mean by a Corporate Strategy?
5. What do you mean Strategic Leadership in a Company?
6. Mention the different types of Business Policies.
7. Write a note on the 7s Framework.