

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)  
Chromepet, Chennai — 600 044.

M.A. END SEMESTER EXAMINATION APRIL/NOV - 2021

SEMESTER - III

20PHRCT3010 - Strategic Management

<b>Total Duration : 3 Hrs</b>		<b>Total Marks : 75</b>
MCQ	: 30 Mins	MCQ : 15
Descriptive	: 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. Highlight the significance of corporate strategy.
2. Enumerate the role and functions of top management.
3. Discuss the relationship between society and business.
4. Explain the relevance of good corporate governance.
5. Who are the stakeholders in the business?
6. Describe the generic and competitive strategies of the organization.
7. What do you know about strategic leadership and its merits?
8. Explain about balanced score card.

Section C

Part A

Answer any **TWO** questions ( $2 \times 10 = 20$  Marks)

9. Write a long essay about the strategic management process and its essentials.
10. Examine and present the various factors impacting the success of an enterprise.
11. Describe the steps in strategy formulation and implementation.
12. Elucidate on the Michael Porter's strategic management model.

Part B

Compulsory question ( $1 \times 10 = 10$  Marks)

13. Develop SWOT analysis for any two competitive firms of your choice.