

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

17PHRCT3A10 - 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. Discuss briefly about the strategic management process.
2. Enumerate the role of board of directors in an organization.
3. Write a short essay on types of business policies.
4. What do you know about value chain analysis? Explain.
5. Describe about SWOT audit in a short essay.
6. Examine the kinds of strategies formulated for effective governance.
7. What do you understand by corporate culture?
8. Analyse the significance of Dupont's Control model.

Section C

Part A

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

9. Write a big essay on 7S framework with the help of a neat illustration.
10. Elucidate the relevance of corporate social responsibility and ethics.
11. Discuss about the various factors of environment scanning.
12. Explain the methodology of strategy implementation with a real example.

Part B

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

13. Take a firm of your choice. Discuss how competitive advantage is developed and sustained over a long period of time.