

**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 EXAMINATIONS APRIL - 2022**

**SEMESTER - III**

**17PHRCT3A10 - Strategic Management**

**Total Duration : 3 Hrs.**

**Total Marks : 60**

**Section A**

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

1. Explain the roles and responsibilities of Board of Directors.
2. Analyze the various issues in implementing policies in an Organization.
3. Align the various types of business policies.
4. Synthesis of external factors are the major factors in environmental analysis. Justify the statement.
5. Underline your company's business strategy and competitive strategies in detail.
6. Define strategic leadership and mention its characteristics.
7. Explain the importance, objectives and characteristics of ethical responsibility corporate policy.
8. Give examples and enlighten the roles and skills required for top manager.

**Section B**

**Part A**

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

9. Incorporate SWOT Audit and explain various techniques to analyze the environment.
10. Elucidate the 7S framework.
11. Throw light on how corporate culture can have a say on strategy implementation?
12. What do you mean by strategy formation and what are the ways of analysis?

**Part B**

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

13. Draw the flowchart of strategic management process and explain its significance in corporate strategy.

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