

**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 NOVEMBER - 2022

SEMESTER - III

20PHRCT3010 - Strategic Management

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section A

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

1. Explain Michael Porter's Industry Analysis.
2. Explain the purpose of Strategic Control.
3. Prepare the role and functions of Board of Directors.
4. Describe Value Chain Analysis. How do primary activities add value?
5. Explain the significance of Strategy Formulation.
6. Analyze the nature and importance of corporate policy.
7. Describe the key sources of Information for Environmental Scanning.
8. Discuss the Significance of 7S framework in strategy implementation.

Section B

Part A

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

9. Describe the strategic management process.
10. Classify the types of business policies.
11. SWOT Analysis can be used in Crafting Strategies - Justify.
12. Discuss the role of appropriate culture for strategy implementation.

Part B

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

13. Discuss the Du Pont's Control Model and Balanced Score Card as tools of strategic control.

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