

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.(HRM) END SEMESTER EXAMINATIONS APRIL - 2023

SEMESTER - III

20PHRCT3010 - Strategic Management

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. State the importance of corporate strategy.
2. Sketch functions of Board of directors.
3. Classify the various types of Business Policies.
4. Illustrate the Social responsibilities of Business.
5. Explain environmental Analysis in brief.
6. Discuss the competitive strategies for the growth of Business.
7. Describe the 7'S Framework with an example.
8. Infer the future of Strategic Management.

Section C

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

9. Describe the process of strategic Management in detail.
10. Prepare a strategic Plan determining the roles and responsibilities of top Management.
11. Determine the SWOT analysis and BCG Matrix with an examples.
12. Ascertain the need for a business Strategy with an example.

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

13. Examine Michael Porter's Framework for Strategic Management and also explain the various challenges.
