

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 NOVEMBER - 2023

SEMESTER - III

17PHRCT3A10 - Strategic Management

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Explain the roles and responsibilities of Board of Directors.
2. Align the various types of business policies.
3. Discuss briefly about the strategic management process.
4. Describe a) Dupont's control model and b) Balanced Score Card.
5. Discuss about a) Strategic leadership and b) Corporate culture.
6. Write an account on generic and competitive strategies.
7. Write a note on Environmental scanning.
8. Give examples and enlighten the roles and skills required for top manager.

Section C

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

9. Synthesis of external factors are the major factors in environmental analysis. Justify the statement.
10. Discuss in detail, the 7S framework of strategic management with the help of a neat illustration.
11. Explain the methodology of strategy implementation with a real example.
12. Incorporate SWOT Audit and explain various techniques to analyze the environment.

II - 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.
