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Sub. Code : ZBAM 41

M.B.A. (CBCS) DEGREE EXAMINATION,  
APRIL 2024.

Fourth Semester

Business Administration – Core

STRATEGIC MANAGEMENT

(For those who joined in July 2021-2022)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The basic emphasis of strategic management is on \_\_\_\_\_

- (a) Strategic decisions
- (b) Corporate decisions
- (c) Decisions
- (d) Operational decisions

2. Strategy does not mean to be \_\_\_\_\_

- (a) Competitive
- (b) Reactive
- (c) Comprehensive Objectives
- (d) Future Oriented

3. \_\_\_\_\_ involves allocation of resources to the activities for the achievement of business goals.

- (a) strategy (b) strategic planning
- (c) vision (d) mission

4. An Organization's mission lies in the basic philosophy of \_\_\_\_\_

- (a) All stakeholder
- (b) All employees
- (c) Society
- (d) Those who create and manage the organization

5. SWOT stands for \_\_\_\_\_

- (a) strength, weakness, opportunity, threats
- (b) simple, weakness, opportunity, threats
- (c) strong, weakness, opportunity, treat
- (d) strength, weakness, option, threats

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6. Which one is not a demographic factor?  
 (a) age (b) gender  
 (c) education (d) customs
7. Growth strategy can be achieved through \_\_\_\_\_  
 (a) concentration (b) integration  
 (c) diversification (d) all the above
8. \_\_\_\_\_ strategy is followed when an organization substantially reduces the scope of its activities.  
 (a) stability (b) retrenchment  
 (c) divestment (d) growth
9. While implementation, business organization may face \_\_\_\_\_ problems.  
 (a) longer time  
 (b) ineffective coordination  
 (c) inadequate leadership  
 (d) all the above
10. Strategy evaluation is the \_\_\_\_\_ phase of the strategic management.  
 (a) final (b) first  
 (c) second (d) intermediate

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Describe the characteristics of strategy.  
 Or  
 (b) Illustrate the steps involved in strategic management process.
12. (a) How do you formulate a vision? Explain with an example.  
 Or  
 (b) Illustrate the benefits of mission.
13. (a) List out the pitfalls of environmental scanning.  
 Or  
 (b) Interpret the SWOT analysis in detail.
14. (a) Describe the reasons for diversification strategies.  
 Or  
 (b) Elaborate major reasons for organizations adopting different grand strategies.
15. (a) Describe the types of strategic control.  
 Or  
 (b) Discuss the process of strategy implementation.

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PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

16. (a) Critically evaluate the various benefits and pitfalls of strategic management.

Or

- (b) Explain the characteristics of business objective.

17. (a) Analyze the role of leader in strategic planning.

Or

- (b) Illustrate the hierarchical levels of strategic planning.

18. (a) Discuss about the model of value chain analysis.

Or

- (b) Examine the internal analysis in strategic management.

19. (a) Analyze the levels of strategy formulation process.

Or

- (b) Interpret the types of generic strategies.

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20. (a) Elaborate the nature and barriers to strategy implementation.

Or

- (b) Illustrate the concept of BCG matrix.

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