

(6 pages)

Reg. No. : .....

**Code No. : 7672**

**Sub. Code : ZBAM 41**

M.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

Business Administration – Core

**STRATEGIC MANAGEMENT**

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

**PART A — (10 × 1 = 10 marks)**

Answer ALL questions.

Choose the correct answer.

1. Which of the following is not a major element of the strategic management process?
  - (a) Formulation strategy
  - (b) Implementing strategy
  - (c) Evaluating strategy
  - (d) Assigning administrative tasks
2. Strategic Management handles
  - (a) Internal issues
  - (b) Administrative issues
  - (c) External issues
  - (d) Management issues

3. Hierarchy of Strategic Intent

- (a) Vision > Mission > Goals > Objectives > Plans
- (b) Mission > Vision > Goals > Objectives > Plans
- (c) Plans > Vision > Mission > Goals > Objectives
- (d) Goals > Vision > Mission > Objectives > Plans

4. Strategic business units

- (a) Are found in one-business organizations
- (b) Carry out strategies assigned by the CEO
- (c) Implement the marketing function's strategic planning and management decisions
- (d) Develop their own unique way of competing

5. All are elements of macro environment except

- (a) Competitors
- (b) Government
- (c) Society
- (d) Technology

6. SWOT analysis is an evaluation of the organization's \_\_\_\_\_ strengths and weaknesses and its \_\_\_\_\_ opportunities and threats.

- (a) external; internal
- (b) internal; internal
- (c) external; external
- (d) internal; external

Page 2

**Code No. : 7672**





7. The word tactics is most likely to be associated with
- (a) Business strategy
  - (b) Corporate strategy
  - (c) Operational strategy
  - (d) All strategies
8. The following are considered grand strategies, except for
- (a) A retrenchment strategy
  - (b) Strategic business unit
  - (c) A growth strategy
  - (d) Related diversification
9. Cash cows in the BCG matrix symbolize
- (a) Invest                      (b) Stable
  - (c) Liquidate                (d) Remain diversified
10. Strategic implementation is \_\_\_\_\_
- (a) Concerned with translating a strategic decision into action
  - (b) Crafting a combination of strategies and picking out the best one
  - (c) Primarily an intellectual process
  - (d) Considered easier and less time consuming

Page 3      Code No. : 7672

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).  
Each answer should not exceed 250 words each.

11. (a) Differentiate Policy from Strategy.
- Or
- (b) Why are Corporate Goals important?
12. (a) What are the Qualities of a good Mission statement?
- Or
- (b) Detail the Hierarchical Level of Planning.
13. (a) Draw and explain SWOT Matrix.
- Or
- (b) How will you conduct a Value Chain analysis?
14. (a) Why should a company consider Diversifying?
- Or
- (b) Summarize the Limitations of Grand Strategy.

Page 4      Code No. : 7672  
[P.T.O.]





15. (a) Highlight the Limitations of BCG Matrix.

Or

- (b) Write short notes on "Profitability Matrix"

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words each.

16. (a) Why Strategic Management is needed for every organization?

Or

- (b) Discuss the Strategic Management Process.

17. (a) What are the Merits and Limitations of Strategic Planning?

Or

- (b) How Strategic Planning Process is carried out?

18. (a) Summarize the Components of Environmental Scanning in Strategic Management.

Or

- (b) Explain: Porter's Five Force Model.

Page 5

Code No. : 7672

19. (a) Consider Strategy Alternatives under Grand Strategy.

Or

- (b) Elaborate: Corporate Level Strategy.

20. (a) Explain the Strategic Implementation Process.

Or

- (b) How Cost of Equity Capital helpful in assessing the Market Value of a business?

Page 6

Code No. : 7672

