



Regulation R20

**TKR COLLEGE OF ENGINEERING AND TECHNOLOGY**

(Autonomous, Accredited by NAAC with 'A+' Grade)

**MBA IV Semester Supplementary Examinations, February 2025**

Subject code: C144PC1

### STRATEGIC MANAGEMENT

Maximum Marks: 70

Date:04.02.2025

Duration: 3 hours

- Note: 1. This question paper contains two parts A and B.  
2. Part A is compulsory which carries 20 marks. Answer all questions in Part A.  
3. Part B consists of 5 Units. Answer any one full question from each unit.  
4. Each question carries 10 marks and may have a, b, c, d as sub questions.

#### Part-A

All the following questions carry equal marks

(5X4M=20 Marks)

- |   |   |
|---|---|
| 1 | Define core competency.                 |
| 2 | Explain offensive strategy.             |
| 3 | Write about international strategies.   |
| 4 | Write about concentric diversification. |
| 5 | Write about top-down approach.          |

#### Part-B

Answer the following questions.

(5X10M = 50 Marks)

- |    |  |       |
|----|--|-------|
| 6  | Define strategy. Explain various factors that shape a company's strategy.                  | [10M] |
| OR |  |       |
| 7  | Define strategy. Explain the criteria for effective strategy.                              | [10M] |
| 8  | Explain experience curve analysis and how it is used as tool of strategic analysis.        | [10M] |
| OR |  |       |
| 9  | "Life cycle analysis is a tool of strategic analysis" explain.                             | [10M] |
| 10 | Write about contemporary organization structures.  | [10M] |
| OR |  |       |
| 11 | Explain in detail about various traditional organizational structures.                     | [10M] |
| 12 | Write about different styles of managing strategic change?                                 | [10M] |
| OR |  |       |
| 13 | Define core competencies. How an organization can build its core competencies.             | [10M] |
| 14 | Write about strategic information system.  | [10M] |
| OR |  |       |
| 15 | Define strategic audit. Explain how it is used for evaluating the performance of strategy. | [10M] |

