



R22 Regulation

Subject code: D144PC1

**TKR COLLEGE OF ENGINEERING AND TECHNOLOGY**

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

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

**STRATEGIC MANAGEMENT**

Maximum Marks: 60

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 10 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		CO	Bloom Tx
All the following questions carry equal marks (10x1M=10 Marks)			
1.a)	What is environment scanning?	CO1	L1
b)	Define vision and mission.	CO1	L1
c)	Define organizational learning.	CO2	L1
d)	What is strategic analysis?	CO2	L1
e)	Define resource allocation.	CO3	L1
f)	Define strategic leadership.	CO3	L1
g)	Define mergers.	CO4	L1
h)	Define horizontal diversification.	CO4	L1
i)	Define strategic surveillance.	CO5	L1
j)	Define balanced score card.	CO5	L1
Part-B			Bloom Tx
Answer All the following questions. (5X10M=50Marks)			
2	Discuss Michael Porter's approach to Industry analysis. What are the various forces Driving industry competition? [10M]	CO1	L2
OR			
3	(a) Define strategic management and explain strategic management process. [5M] (b) Critically examine the growth strategy of OLA Cabs. [5M]	CO1 CO1	L2 L2
4	Define Porter's five force framework. Explain how it can be used for defining the strategy of an organization. [10M]	CO2	L2
OR			
5	(a) Explain GE Model. [5M] (b) Explain BCG Matrix. [5M]	CO2 CO2	L2 L2
6	What is Organizational Structure? Is that the strategies need to be framed based on structures or structure to be changed according to strategy? Substantiate your answer. [10M]	CO3	L2
OR			

7	(a) What is the relationship between strategy and leadership? [5M] (b) What are the challenges of entering into Global market? What is the strategy for successful marketing at global scale? [5M]	CO3 CO3	L2 L2
8	Explain Merger as a Strategy. Explain the types of mergers, merger processes and advantages of mergers. [10M]	CO4	L2
	OR		
9	Explain the concept of Competitive Advantage in diversified companies. How do we evaluate it? [10M]	CO4	L2
10	What are the levels of bench marking? How do you use benchmarking effectively for performance measures and improvements? [10M]	CO5	L2
	OR		
11	(a) Explain briefly about strategic audit. [5M] (b) Explain the role of Strategic information systems in the organizational control. [5M]	CO5 CO5	L2 L2