



R18 Regulations

Subject code: B144PC1

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

M.B.A IV Semester Supplementary Examinations, August 2022

STRATEGIC MANAGEMENT

Maximum Marks: 70

Date:26.08.2022 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 mission statement.
- 2 Explain defensive strategy.
- 3 Write about international strategies.
- 4 Write about concentric diversification.
- 5 Write about corporate strategy.

Part-B

Answer All the following questions.

(10M X 5=50Marks)

- 6 Discuss in detail the factors that are considered for environmental scanning. [10]  
OR
- 7 Define environmental scanning. Explain different methods used for environmental scanning. [10]
- 8 Explain experience curve analysis and how it is used as tool of strategic analysis. [10]  
OR
- 9 Write about grand strategy matrix. [10]
- 10 What are the strategies that are needed to compete in a global market scenario. [10]  
OR
- 11 Present the importance of leadership in a successful strategy implementation. [10]
- 12 What are the different types of diversification strategies. Explain. [10]  
OR
- 13 Define diversification strategy. Explain different methods of diversification strategies. [10]
- 14 Explain the steps involved in benchmarking. [10]  
OR
- 15 Define operational control. Explain the techniques used for operational control. [10]