



R20 Regulations

Subject code: CI44PCI

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY
(Autonomous, Accredited by NAAC with 'A' Grade)
M.B.A IV Semester Regular 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 Explain Value Chain Analysis.
- 2 State the GE Model.
- 3 Write down the Operational Zing.
- 4 Discuss about Strategic Change.
- 5 Define the Strategic Control.

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 Present the SWOT analysis for a company of your choice. [10]
- 8 Explain in detail the five forces in Porter's model. [10]
OR
- 9 Define the following: [3+2+3+2]
(a) Defensive Strategy (b) Learning Curve (c) IE Matrix (d) Market Life Cycle
- 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 How are turnaround strategies different in a takeover and strategic alliance. [10]
- 14 Discuss the role of a strategist in strategy evaluation. [10]
OR
- 15 Define the following: [3+2+3+2]
(a) Strategic Audit (b) Strategic Surveillance (c) Benchmarking (d) Strategic Information System.