



Regulation R20

Subject code: C144PC1

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

MBA IV Semester Supplementary Examinations, February 2024

STRATEGIC MANAGEMENT

Maximum Marks: 70

Date: 16.02.2024 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)

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| 1 | Define core competency. |
| 2 | Explain BCG matrix |
| 3 | Write about effective strategic leadership. |
| 4 | Discuss the objectives of mergers and acquisitions |
| 5 | Explain the features of economic value-added approach. |

Part-B

Answer the following questions. (5X10M = 50 Marks)

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| 6 | Explain the characteristics of mission statement. [10] |
| | OR |
| 7 | 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 | "Life cycle analysis is a tool of strategic analysis" explain. [10] |
| 10 | Write about the model of strategy implementation. [10] |
| | OR |
| 11 | Define strategic leadership. Explain its features. |
| 12 | Define turnaround strategy. Explain the features of turnaround strategy. [10] |
| | OR |
| 13 | Define diversification. Explain the motives of diversification. [10] |
| 14 | Define strategic control explain its types. [10] |
| | OR |
| 15 | Explain briefly about a) Strategic Audit b) Strategic Evaluation. [5+5] |