



Date: 23-10-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART – A**

**Answer ALL the questions:**

**(10x2=20)**

**All questions carry equal marks**

1. Define strategic management.
2. What do you understand by mission?
3. What is SWOT analysis?
4. Write a note on outsourcing.
5. What is meant by retrenchment strategy?
6. Give a note on integrated cost leadership.
7. Define strategic alliance in your own words.
8. Write a note on gap analysis.
9. What do you understand by resource allocation?
10. What is meant by strategic control?

**PART – B**

**Answer any FOUR questions:**

**(4x10=40)**

**All questions carry equal marks**

11. State the benefits of strategic management.
12. Discuss the Michael Porters Five Force Model framework.
13. Explain the steps in building core competencies.
14. How is competitive advantage used in focus strategy?
15. State the reasons for diversification.
16. How you design an organizational structure?
17. Enlist the importance of strategic evaluation.

**PART – C**

**Answer any TWO questions:**

**(2x20=40)**

**All questions carry equal marks**

18. Enumerate the social responsibility of business.
19. Explain the Mc Kinsey 7-s model tools.
20. Enlist and explain the corporate level strategies.
21. Discuss the corporate portfolio analysis with reference to BCG matrix.

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