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Question Paper Code	13663
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**MBA - DEGREE EXAMINATIONS, APRIL / MAY 2025**

Third Semester

**Master of Business Administration**

**20MBT302 - STRATEGIC MANAGEMENT**

Regulations - 2020

Duration: 3 Hours

Max. Marks: 100

**PART - A (10 × 2 = 20 Marks)**

Answer ALL Questions

- |   | <i>Marks</i> | <i>K-<br/>Level</i> | <i>CO</i> |
|---|--------------|---------------------|-----------|
| 1. How mission is different from vision?                            | 2            | K2                  | CO1       |
| 2. Explain the concept of Strategy and mention its characteristics. | 2            | K2                  | CO1       |
| 3. What are core competencies?                                      | 2            | K1                  | CO2       |
| 4. What is meant by sustaining competitive advantage?               | 2            | K1                  | CO2       |
| 5. Define GAP analysis.   | 2            | K1                  | CO3       |
| 6. What do you understand by the term strategic alliance?           | 2            | K1                  | CO3       |
| 7. Define strategic control measures.                               | 2            | K1                  | CO4       |
| 8. Is politics part of strategic implementation?                    | 2            | K1                  | CO4       |
| 9. Identify new business models in internet economy.                | 2            | K2                  | CO5       |
| 10. What is innovation?   | 2            | K1                  | CO5       |

**PART - B (5 × 13 = 65 Marks)**

Answer ALL Questions

- |        |   |    |    |     |
|--------|---|----|----|-----|
| 11. a) | Explain social responsibilities of business with reference to Indian firms. | 13 | K2 | CO1 |
|--------|---|----|----|-----|

**OR**

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|----|---|----|----|-----|
| b) | What is Corporate Governance? Discuss the concept, need and principles of corporate governance. | 13 | K2 | CO1 |
|----|---|----|----|-----|

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| 12. a) | Discuss the Porter's five force model of industry analysis with suitable illustration. | 13 | K2 | CO2 |
|--------|--|----|----|-----|

**OR**

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|----|--|----|----|-----|
| b) | Taking a firm of your choice. Explain how competitive advantage is developed and sustained over a long period of time. | 13 | K2 | CO2 |
|----|--|----|----|-----|

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|--------|---|----|----|-----|
| 13. a) | Discuss the McKinsey's 7s framework for organisational analysis with an illustration. | 13 | K2 | CO3 |
|--------|---|----|----|-----|

**OR**

*K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create*

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b) Explain Balanced scorecard technique. 13 K2 CO3

14. a) How does conflict management support and disturb the strategic implementation. Summarize with examples. 13 K4 CO4

**OR**

b) Explain various human resources activities that contribute to the effective strategy implementation. 13 K4 CO4

15. a) “Strategies of profit and non-profit organisations differ”- Explain. 13 K2 CO5

**OR**

b) Outline new strategies adopted by Indian organisations in the internet economy. 13 K2 CO5

**PART - C (1× 15 = 15 Marks)**

**(Compulsory)**

16. a) (i) “Corporate Social Responsibility as a business imperative must not be accepted grudgingly or half-heartedly. Instead, it must be practiced with full vigor and straight from the heart passion and this certainly helps the companies in the long run” – Critically analyze the statement with Indian examples. 6 K5 CO5

(ii) Do a SWOT Analysis for Reliance Jio 4G services in Indian market and analyze the strategic approach of reliance communication in this regard. 7 K5 CO5