

(For the candidates admitted from 2024–25 onwards)

M.B.A. DEGREE EXAMINATION, AUGUST 2025.

Second Semester

STRATEGIC MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What do you mean by Strategic Management?
2. Define Mission of an organisation?
3. What is corporate governance?
4. Define social responsibility of Business.
5. What is environmental scanning?
6. What is value chain analysis?
7. What is portfolio strategy?
8. List down the levels of strategic formulation.
9. Define corporate culture.
10. What is strategic Audit?

PART B — (3 × 5 = 15 marks)

Answer any THREE questions.

11. Explain the role and skills of Top Management.
12. Discuss the importance of Corporate Policy.
13. Explain PESTEL frame Work Analysis.
14. Discuss the various types of functional level strategy.
15. Explain Michael Porter's frame work analysis.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

16. (a) Explain the Strategic Management Process.

Or

- (b) Discuss the functions of Board of Directors.

17. (a) Explain the different types of Business Policies.

Or

- (b) Discuss the various objectives of corporate policy and planning.

18. (a) Explain the concept of Value Chain Analysis.

Or

- (b) Explain BCG Matrix.

19. (a) Explain strategic factor Analysis Summary Matrix.

Or

- (b) Explain the various advantages of using Tows analysis.

20. (a) Explain Dupont control model.

Or

- (b) Discuss the future of strategic management.
-