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Question Paper Code : 40150

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2018.

Third Semester

BA 5302 — STRATEGIC MANAGEMENT

(Regulations 2017)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is strategic management?
2. What is corporate governance?
3. Define competitive advantage.
4. Indicate the stages in an industry lifecycle.
5. What is cost leadership strategy?
6. What is strategic alliance?
7. List the major factors to be considered while designing organisational structure.
8. Define conflict in business context.
9. What is innovation in business context?
10. How do you explain the term 'internet economy'?

PART B — (5 × 13 = 65 marks)

11. (a) Explain the strategic formulation process.

Or

- (b) Discuss about business stake holder's power, influence and major interests in the business.

12. (a) Discuss the Porter's Five Forces Model used in External environmental analysis.

Or

- (b) Discuss about the generic Building blocks of competitive advantage.

13. (a) Elucidate the Generic strategic alternatives.

Or

- (b) Explain the Process of Making a Strategic Choice.

14. (a) Discuss the five-stage model of strategy implementation process.

Or

- (b) Explain the steps involved in designing a strategic control system in an organisation.

15. (a) Discuss the strategic issues related to a non-profit organisation.

Or

- (b) Describe the new business models and strategies for the internet economy.

PART C — (1 × 15 = 15 marks)

16. (a) Why corporates are failing and how the failure can be avoided.

Or

- (b) Discuss about the strategic control techniques adopted by the business organisations.