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**MBA**  
**(SEM III) THEORY EXAMINATION 2024-25**  
**STRATEGIC MANAGEMENT**

**TIME: 3 HRS****M.MARKS: 100****Note:** Attempt all Sections. In case of any missing data; choose suitably.**SECTION A****1. Attempt all questions in brief. 2 x 10 = 20**

Q no.	Question	CO	Level
a.	What is the strategic decision-making?	1	K1
b.	Explain the composition of a corporate board.	1	K2
c.	What does PESTEL analysis stand for?	2	K2
d.	Draw a diagram of Porter's Five Forces Model.	2	K1
e.	What is the VRIO framework?	3	K3
f.	Describe the SWOT analysis.	3	K2
g.	Differentiate between cost leadership and differentiation strategies.	4	K4
h.	What is the purpose of the BCG matrix?	4	K3
i.	Explain the concept of benchmarking.	5	K2
j.	Discuss the Activity Based Costing.	5	K3

**SECTION B****2. Attempt any three of the following: 10 x 3 = 30**

a.	Discuss the meaning, nature, and importance of strategy with suitable examples.	1	K3
b.	Explain the industrial organization (IO) and the structure-conduct-performance (SCP) approach.	2	K2
c.	Describe growth strategies and stability strategies in corporate level strategy.	3	K4
d.	Elaborate on McKinsey's 7'S framework and its application in strategic analysis.	4	K2
e.	Explain the balance scorecard approach. Write its application in strategy, evaluation and control.	5	K4

**SECTION C****3. Attempt any one part of the following: 10 x 1 = 10**

a.	Discuss the Corporate Governance. Describe the role and responsibilities of the board of directors in corporate governance.	1	K2
b.	Discuss the Emerging trends in corporate social responsibility (CSR) with examples.	1	K3

**4. Attempt any one part of the following: 10 x 1 = 10**

a.	Explain how the resource-based view (RBV) analysis is used to gain a competitive advantage.	2	K5
b.	Elaborate on value chain analysis and its significance in internal analysis of an organisation.	2	K4

**5. Attempt any one part of the following: 10 x 1 = 10**

a.	Discuss cooperative strategies with a focus on strategic alliances.	3	K3
b.	Explain the concept of corporate parenting with diagram and examples.	3	K2

**6. Attempt any one part of the following: 10 x 1 = 10**

a.	Discuss the various organizational structures and their role in strategy implementation.	4	K4
b.	What is reengineering, and how does it contribute to effective strategy implementation?	4	K3

**7. Attempt any one part of the following: 10 x 1 = 10**

a.	Describe the strategic audit process of a corporation.	5	K2
b.	What are the problems in measuring performance, and how can they be resolved?	5	K4