Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **16MS3012** | **Duration :** | **3hrs** |
| **Sub. Name :** | **STRATEGIC MANAGEMENT** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Explain why has strategic management become so important in today’s corporate world? | CO1 | 10 |
| b. | Describe how vision and mission affects the organization’s future. Using suitable example, discuss by giving examples regarding positive and negative effect on organizations. | CO1 | 10 |
| (OR) | | | | |
| 2. | a. | Compare and Contrast corporate goals and objectives. | CO2 | 10 |
| b. | “Diversification is the best way of achieving growth” – Discuss with suitable examples drawn from corporate world. | CO2 | 10 |
|  |  |  |  |  |
| 3. |  | Discuss ETOP as a technique of environmental analysis. | CO1 | 20 |
| (OR) | | | | |
| 4. |  | Explain specific options under grand strategies of concentration, market development and product development. | CO2 | 20 |
|  |  |  |  |  |
| 5. |  | Discuss the use of “Seven S Model” for strategic measurement. | CO3 | 20 |
| (OR) | | | | |
| 6. | a. | Explain Michael porter’s approach for globalization. | CO3 | 10 |
| b. | What do you mean by strategic planning? Explain strategic planning process. | CO2 | 10 |
|  |  |  |  |  |
| 7. |  | Explain the different types of Strategies normally adopted by firms. | CO2 | 20 |
| (OR) | | | | |
| 8. | a. | Explain strategic control and its types. | CO1 | 5 |
| b. | Explain in detail on DuPont’s system of financial control with illustration. | CO3 | 15 |
|  | |  |  |  |
|  | | **Compulsory**:  ABC Ltd. has been established by Mr. Raj at Chennai to manufacture and sell electronic signaling components and supplied to Railways. During 2008, after a successful business for one decade he started ABC Consumer Products Limited. He marketed shampoo and toilet soap under the brand name of ”Glow in” and the sales started progressing after an initial struggle.  With a view to grow at a faster rate, he has decided to launch a health drink in the southern parts of our country.  **Question:** |  |  |
| 9. |  | As a Management consultant, prepare a PEST analysis report and suggest a suitable strategy to launch the product. | CO3 | 20 |