

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

MBA degree examinations (S), October 2020

Course Code: 37**Course Name: STRATEGIC MANAGEMENT**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks*

Marks

Write short notes on:-

- | | | |
|---|--|-----|
| 1 | Characteristics of Blue Ocean Strategies. | (2) |
| 2 | Core principles of good corporate governance. | (2) |
| 3 | Strategic formulation | (2) |
| 4 | Vision and Strategy | (2) |
| 5 | Impact of organizational structure on strategy | (2) |

PART B*Answer any 3 questions. Each question carries 10 marks*

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|----|--|------|
| 6 | Explain the role of Corporate Governance in Strategic Management. | (10) |
| 7 | Balanced Score Card is a strategy performance management tool. What are the mistakes every company should avoid adopting while adapting Balanced Score Card? Substantiate. | (10) |
| 8 | Explain the capability factors of Strategic advantage Profile with their competitive strength or weakness of each factor. | (10) |
| 9 | What is Stability Strategy? Explain in detail its types. | (10) |
| 10 | What is GE matrix? Explain the nine box GE Matrix. | (10) |

PART C*Compulsory question carrying 20 marks*

- 11 A leading Tyre Manufacturing Company has experienced a serious decline in its business performance. The sales of its products became down, their loan portfolio has a lot of bad debts and the availability of raw-materials are also become a major issue.

1. Use Porters Five Forces of Competition model to establish the impact of competition on the overall performance of the Tyre Manufacturing Co. (10)
2. Explain how the Tyre Manufacturing Co. can use Porters 5 forces model in evaluating why there has been a decline in performance. (10)

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