

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

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

MBA Degree S4 (R,S) / S4 (PT) (R,S) Examination June 2024

**Course Code: 20MBA202****Course Name: Strategic Management**

Max. Marks: 60

Duration: 3 Hours

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

Marks

*(write short notes)*

- |   |                      |     |
|---|----------------------|-----|
| 1 | Strategic intend     | (2) |
| 2 | Change management    | (2) |
| 3 | Gap analysis         | (2) |
| 4 | Blue ocean strategy  | (2) |
| 5 | Combination strategy | (2) |

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

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|----|--|------|
| 6  | Narrate the role of corporate governance in strategic management           | (10) |
| 7  | How balanced score card is useful in Strategic management                  | (10) |
| 8  | Describe McKinney's 7s frame work and its usefulness in change management. | (10) |
| 9  | Explain various generic strategies with examples.                          | (10) |
| 10 | Discuss BCG Matrix.  | (10) |

**PART C***Compulsory question. This question carries 20 marks*

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|----|---|------|
| 11 | Evaluate the competitive structure of Indian automobile industry, with the help of Porter's five forces theory. | (20) |
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