MBHC-3.2

Sl. No.

III Semester M.B.A. Degree Examination, May/June - 2026

MANAGEMENT

Strategic Management

(CBCS Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any FIVE questions. Each question carries Five marks. **(5×5=25)**

1. What are the different types of strategic control?

2. What is PESTEL analysis?

3. Define the term competitive advantage.

4. What is the meaning of liquidation?

5. How strategies help to conduct internal analysis?

6. Highlight various functional issues involved in strategy implementation.

7. Mention the Reasons for poor strategic planning.

SECTION - B

Answer any Four questions. Each question carries Ten marks. **(4×10=40)**

8. How behavioural issues affect on the organisational environment? Explain.

9. Explain Porter's five force model with an example.

10. Explain BCG and GE matrix.

11. Explain important techniques of strategic evaluation and control.

12. Highlight the aspects in strategic evaluation and control.

13. Discuss the development in Corporate governance policy frame work.

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SECTION - C

14. Case (Compulsory). **(1×15=15)**

Amazon.com provides books, movies, music and games along with electronics, toys, apparel, sports, tools, groceries and general home and garden items. Amazon is a good example of an online business that tries to close the service gaps in order to thoroughly meet consumer expectations. From the time the consumer starts to shop at Amazon's online store, Amazon will attempt to understand their expectations. From when a customer first makes a product selection Amazon creates a consumer profile and attempts to offer alternative goods and services that may delight the consumer. The longer the consumer shops at Amazon, the more the company attempts to identify their preferences and needs.

When a consumer buys a product from Amazon they select the mode of delivery and the company tells them the expected number of days it will take to receive their merchandise. For example: standard shipping is three to five days but shipping in one or two days is also available. The company has set standards for how quickly customers are informed when a product is unavailable (immediately), how quickly customers are notified whether an out of print book can be located (three weeks), how long customers are able to return items (30 days) and whether they pay return shipping costs. These standards exist for many activities at Amazon from delivery to communication to service recovery.

Apart from defining their service delivery, Amazon goes one step further and delivers on its promises. Amazon performs! Orders often arrive ahead of the promised dates; orders are accurate and are in excellent condition because of careful shipping practice. Customers can track packages and review previous orders at any time. Amazon also makes sure that all its partners who sell used and new books and other related items meet Amazon's high standards. The company verifies the performance of each purchase by surveying the customer and posting scores that are visible to other customers.

Managing promises is handled by clear and careful communication on the website. Every page is very easy to understand and to navigate. For example, the page dealing with returns eliminates customer misunderstanding by clearly spelling out what can be returned. The page describes how to repack items and when refunds are given. The customer account page shows all previous purchases and exactly where every ordered item is in the shipping process Amazon strategy has been well received by its customers and the Amazon brand is known worldwide.

Questions:

a) What is service gap? What are the gaps in services?

b) If you were the manager of a service org and wanted to apply the gaps model to improve service, which gap would you start with? Why? In what order would you proceed to close the gaps?

c) What are the different strategies needed to apply for retention of customers?
