DECEMBER 2022 **P/ID 77932/RMB2H**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. What is strategic management?
2. Write a brief note on Core-Competencies.
3. Define Vision Statement.
4. Why is corporate strategy important?
5. Define Corporate Governance.
6. Give a brief note on Environmental scanning.
7. What is industry Matrix?
8. Write short note on Strategic Choice.
9. What is Scenario Planning?
10. What do you mean by Portfolio Analysis?
11. Define Strategic Audit
12. Give an example for Horizontal Merger.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Discuss the role of Top Management in Corporate Governance.

14. Infer the Strategies at Different Levels of Business.

15. Describe the Importance of Corporate Policy.

16. Evaluate the External Factors in Environmental Scanning.

17. Explain TOWS Matrix.

18. Describe the Competitive Strategies for Market Leaders.

19. Interpret the Components of Strategic Leadership.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Exemplify Mckinsey's 7S Framework.

21. Expound the Types of Business Policies in Strategic Management.

22. Elucidate Porter's 5 Forces Model of Industry Analysis.

23. Enumerate the Types of Business Strategy.

24. Describe the steps involved in Strategic Control Process.

———————