DECEMBER 2024 **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. Define strategic vision.

3. State different types of business policies.

4. What is CSR?

5. Explain value chain.

6. What is PESTEC?

7. Define Strategic choice.

8. What do you mean by strategy formulation?

9. What is troublesome strategy?

10. Write down the stages of strategy implementation.

11. Define Strategic Control.

12. State the objectives of Strategic Information System.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Elucidate the components of Strategic Management Process.

14. Explain the characteristics of corporate policy and planning in India.

15. Discuss the benefits and limitations of Social Responsibility of Business.

16. Enumerate the steps in developing value chain analysis.

17. Discuss the advantages and disadvantages of TOWS analysis.

18. Elucidate the process involved in strategic control.

19. Give a detailed note on strategic leadership, and explain its characteristics.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Discuss the different methods to measure the performance of strategic control. Explain the common problems in the measurement of performance.

21. Highlight the significant points in Strategic Factors Analysis Summary Matrix with illustrations.

22. Discuss about Value Chain Analysis, and explain the approaches to perform the analysis.

23. Explain features and different types of business policies in strategic management.

24. Discuss in detail about McKinsey's 7-S framework, and explain its advantages and disadvantages.

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