

**ANURAG Engineering College****(An Autonomous Institution)****II MBA II Semester Regular Examinations, June/July – 2024****STRATEGIC MANAGEMENT****(MASTER OF BUSINESS ADMINISTRATION)****Time: 3 Hours****Max. Marks: 60****Section – A (Short Answer type questions)****(10 Marks)****Answer All Questions**

	<b>Course Outcome</b>	<b>B.T Level</b>	<b>Marks</b>
1. Define the term Policy.	CO1	L1	1M
2. Define Mission.	CO1	L1	1M
3. Expand the term TOWS.	CO2	L1	1M
4. What does BCG matrix refer to?	CO2	L2	1M
5. What is meant by resource allocation?	CO3	L1	1M
6. Define Culture.	CO3	L1	1M
7. What is turnaround strategy?	CO4	L1	1M
8. What is diversification?	CO4	L1	1M
9. What is Strategic Evaluation?	CO5	L2	1M
10. What do you mean by Strategic Surveillance?	CO5	L2	1M

**Section B (Essay Questions)****Answer all questions, each question carries equal marks.****(5 X 10M = 50M)**

11. A) Explain about Value chain analysis with suitable example.	CO1	L2	10M
<b>OR</b>			
B) Define the term environmental scanning and explain its kinds.	CO1	L2	10M
12. A) Explain the types involved in Strategies.	CO2	L2	10M
<b>OR</b>			
B) Enumerate in detail about Entry and Exit Barriers.	CO2	L3	10M
13. A) Write the meaning of Organizational Value and explain about their impact on strategy.	CO3	L2	10M
<b>OR</b>			
B) Describe about the Pros and Cons of Strategic Leadership.	CO3	L3	10M
14. A) How do you evaluate the competitive advantage in diversified companies?	CO4	L2	10M
<b>OR</b>			
B) Explain in detail about the International Strategies.	CO4	L3	10M
15. A) Explain in detail about the barriers of Strategic Control.	CO5	L2	10M
<b>OR</b>			
B) Define the term Performance and explain about the problems in measuring performance.	CO5	L3	10M