

Reg. No. :

D 513

Q.P. Code : [07 DMB 13]

(For the candidates admitted from 2007 onwards)

**M.B.A. / EXECUTIVE M.B.A. DEGREE
EXAMINATION, JANUARY 2021.**

Second Year/Second Semester

STRATEGIC MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define Vision and describe the process of developing a strategic vision.
2. Enumerate the rationale and pitfalls of performing SWOT analysis.
3. What is corporate-level strategy and why it is important? What are the different levels of diversification firms which can pursue by using different corporate-level strategies?
4. Explain McKinsey's 7 Framework.

5. How can the strategic leaders match their leadership style to the requirements of the strategy being implemented?
6. Describe the manner in which corporate governance can be related to different phases in the strategic management process.
7. Write a short note on Michael Porter's framework for strategic management.
8. What are the four alternative corporate-level strategies?
