

Reg. No: .....

Sub. Code : DKR27

Code No. : 6210

**M.B.A. (DD & CE) DEGREE EXAMINATION.**

MAY 2022

SECOND YEAR - NON SEMESTER

BUSINESS ADMINISTRATION

**STRATEGIC MANAGEMENT**

(For those who joined in July 2016 - 2017 onwards)

Time: Three Hours

Maximum : 80 marks

**PART A (5X4=20 marks)**

**Answer any five of the following**

1. Explain the concept of corporate strategy.
2. Define mission and vision of the firm.
3. What are the distinct features of a mission statement?
4. What do you understand by scanning of an environment?
5. Explain any two important strategies for internet economy.
6. Explain Growth strategy with suitable example.
7. How would you properly define a business?
8. What are the major characteristics of an effective strategy evaluation system?

**PART B (5X12=60 marks)**

**Answer any five of the following**

9. Explain social responsibilities of business with reference to Indian firms.

10. Describe the steps in strategic planning process.

11. Explain strategy formulation process with an example.

12. Discuss the relevance of strategy formulation in a changing technological environment.

13. Explain the different level of strategies with suitable examples.

14. Discuss the impact of internet on strategies of business organization. Give examples.

15. 'Nonprofit organizations stay relevant and successful' – Discuss

16. Describe the process of implementing a strategy.