

NOVEMBER 2024

**65355/414E2B/
513E3A**

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions.

1. What is the main purpose of strategic management?
2. What are Objectives?
3. What is corporate parenting?
4. What is situational analysis?
5. What is GE in strategic management?
6. What is competitive strategy?
7. What is strategy audit?
8. What is R and D strategy?
9. What is acquisition?
10. What is entrepreneurship?
11. What is strategic leadership?
12. What is six sigma?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Explain the process of strategic management.
14. What are the components of strategy statement?
15. Write a note on ADL matrix.
16. Explain Michael porter's generic strategies.
17. What are Turnaround strategies and its elements?
18. Enumerate the differences between entrepreneur and intrapreneur.
19. Briefly mention the steps of Bench marking.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions.

20. Draft a vision and mission statement of any successful company.
21. Examine the benefits and challenges of strategic management in global economy.
22. How is TOWS matrix applicable for a reputed company?
23. Critically examine functional level strategies.
24. Discuss the types of SBUs.
25. Evaluate the phases of Business process Re-Engineering.