



P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Second Semester, Master of Business Administration (MBA)

Semester End Examination; October - 2023

Strategic Management

Time: 3 hrs

Max. Marks: 100

Note: Answer all **FOUR** full questions from **PART - A** and **PART - B** (Case Study) is compulsory.

Q. No.	Questions	Marks	BLs	COs	POs
1 a.	Define strategic management. Explain the process with the help of a diagram.	10	L1	CO1	PO2
b.	What is a balanced score card? Enumerate its perspectives in strategic management.	10	L1	CO1	PO2
OR					
2 a.	Contrast between a vision and mission statement. Discuss the components of a mission statement.	10	L3	CI2	PO3
b.	Differentiate between financial and strategic objectives. Describe the desired characteristics of objectives.	10	L4	CO2	PO3
3 a.	Detail the key external forces that a company should analyse.	10	L1	CO3	PO2
b.	Explain the porters five forces model with the help of diagram	10	L4	CO2	PO3
OR					
4 a.	Explain the SWOT analysis and the role it plays in developing strategies.	10	L4	CO3	PO2
b.	Deliberate on bench marking. Briefly explain the process of transpiring value chain analysis into sustained competitive advantage.	10	L4	CO2	PO3
5 a.	Explain porter's generic strategy model with the help of a diagram and give suitable examples.	10	L4	CO3	PO2
b.	List and brief the various strategies to enter international markets.	10	L2	CO2	PO3
OR					
6 a.	Briefly explain the different focus strategies.	10	L2	CO2	PO3
b.	Elucidate on the means for achieving strategies.	10	L4	CO2	PO3
7 a.	Explain the different integration strategies.	10	L 4	CO3	PO2
b.	Expand BCG matrix with the help of a diagram.	10	L4	CO4	PO4
OR					
8 a.	Discuss the challenges faced by an organization in implementation of strategies.	10	L4	CO2	PO3
b.	Explain briefly the GE nine cell planning grid.	10	L2	CO3	PO2
PART - B (Case Study is Compulsory)					
9.	Assume that a car manufacturing company has recently a KV car.				
a.	Prepare a SWOT analysis for the same	10	L4	CO4	PO4
b.	What are the generic strategies for automobile sector	10	L4	CO3	PO2