Register No : ______________________

THE KAVERY ENGINEERING COLLEGE

(An Autonomous Institution)

MBA DEGREE END SEMESTER THEORY EXAMINATIONS, APRIL-MAY 2025

Third Semester

Master of Business Administration

BA4301 - Strategic Management

Regulations - 2021

Duration : 3 Hrs ***Maximum : 100 Marks***

*PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)*

Q.No	*Questions*	*BLT*	*CO*	*Marks*
1.	Define the concept of strategy in strategic management.	L1	1	2
2.	Explain the importance of stakeholders in business strategy formation.	L2	1	2
3.	What is Porter's Five Forces Model? Briefly describe its components.	L1	2	2
4.	Explain the concept of core competencies in achieving competitive advantage.	L2	2	2
5.	What are the four generic strategic alternatives?	L1	3	2
6.	Describe the importance of SWOT analysis in strategic planning.	L2	3	2
7.	What is the role of resource allocation in strategy implementation?	L1	4	2
8.	Explain the importance of designing organizational structure in the implementation process.	L2	4	2
9.	What are the challenges faced by non-profit organizations in strategic management?	L1	5	2
10.	Describe the significance of organizational culture in strategic management.	L2	5	2

*PART – B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)*

Q.No		*Questions*	*BLT*	*CO*	*Marks*
11.	a	Analyze the strategy formation process and its impact on achieving business goals.	L4	1	16
		Or			
	b	Evaluate the role of corporate governance in strategic management.	L5	1	16
12.	a	Apply Porter’s Five Forces Model to assess the competitive landscape of an industry you are familiar with and suggest strategic actions for a company to enhance its competitive position.	L3	2	16
		Or			

	b	Assess the importance of distinctive competencies in sustaining competitive advantage.	L4	2	16
13.	a	Apply the Balanced Scorecard framework to evaluate the strategic performance of an organization. Provide recommendations for improvement based on your analysis.	L3	3	16
		Or			
	b	Analyze the application of the Balanced Scorecard in strategic management.	L4	3	16
14.	a	Evaluate the techniques of strategic evaluation and control in organizations.	L5	4	16
		Or			
	b	Analyze the relationship between organizational structure and strategy implementation.	L4	4	16
15.	a	Apply strategic management principles to address the challenges faced by a nonprofit organization in the current economic environment.	L3	5	16
		Or			
	b	Evaluate the challenges in managing technology and innovation in a strategic context.	L5	5	16