

**D 91563**

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Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021**

(CUCSS)

M.B.A.

**BUS 3C 17—ADVANCED STRATEGIC MANAGEMENT**

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

**Section A**

*Answer all questions given below.*

*Each question carries 1 weightage.*

1. Define Stake Holder.
2. What is functional strategy ?
3. What do you mean by strategy formulation ?
4. What do you mean by operation cost ?
5. What is joint product ?
6. What is cost reduction ?

(6 × 1 = 6 weightage)

**Section B**

*Answer any four questions given below.*

*Each question carries 3 weightage.*

7. What are the characteristics of Strategic Management ?
8. What is the ethical consideration in Strategic Management ?
9. Explain competitive analysis.
10. What are the different types of environment ?
11. Explain the service cost units.
12. What are the different techniques of cost reduction ?

(4 × 3 = 12 weightage)

**Turn over**

**Section C**

*Answer any **three** questions given below.*

*Each question carries 4-weightage.*

13. Explain GE model.
14. Explain the business and global strategy.
15. What are the different types of product ?
16. Explain need and importance of cost control.
17. Explain target costing.

(3 × 4 = 12 weightage)

**Section D**

**Compulsory question.**

18. Discuss the important role and functions of top management in Strategic Management.

(1 × 6 = 6 weightage)