

**D 51901**

Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2018**

(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 strategy.
2. What is corporate strategy ?
3. What do you mean strategy analysis ?
4. What do you mean equivalent production ?
5. What is cost drivers ?
6. What is cost control ?

(6 × 1 = 6 weightage)

**Section B**

*Answer any four questions given below. Each question carries 3 weightage.*

7. What are the concepts of strategic management ?
8. What is the social consideration in strategic management ?
9. Explain SWOT analysis.
10. What are the different types of costing ?
11. What are the different steps in activity based costing ?
12. What are the different techniques of cost control ?

(4 × 3 = 12 weightage)

**Section C**

*Answer any three questions given below. Each question carries 4 weightage.*

13. Explain the different types of strategy.
14. Explain Porters five forces of model of competition.
15. What are the different types of production ?
16. Explain activity based costing.
17. Explain Kaizen costing.

(3 × 4 = 12 weightage)

**Section D**

**Compulsory**

18. Discuss the important role of stake of stake holder in strategic management.

(1 × 6 = 6 weightage)