

D 33206

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Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. [2016 SCHEME] DEGREE EXAMINATION,
JANUARY 2023**

MBA (CUCSS)

BUS 3C 17—ADVANCED STRATEGIC MANAGEMENT

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer any **six** questions.**Each questions carries 1 marks.*

1. Define strategy.
2. Explain Ackerman Model (1976) of corporate social responsibility.
3. What is the difference between business model and business plan ?
4. Explain BPR. How is it relevant in strategic management ?
5. What is strategic momentum control ?
6. Explain utility model as a virtual business model.

(6 × 1 = 6 weightage)

Part B*Answer any **four** questions.**Each question carries 3 weightage.*

7. 'The Generic strategy of focus rests on the choice of narrow competitive scope within an industry'—Substantiate with Porter's Generic Competitive Strategy.
8. Explain mergers and acquisition from Indian scenario.
9. Explain the process, advantages and disadvantages of scenario planning.
10. Explain tools and techniques of strategic evaluation and control.
11. What are the building blocks of competitive advantage ?
12. What are the major types of strategic change ? Explain stages in strategic change process.

(4 × 3 = 12 weightage)

Turn over

Part C

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

13. What is the difference between GE and BCG matrix ? Explain Maruti Suzuki's GE and BCG Matrix with a diagram. Also compare both matrixes with the same example.
14. What are the strategic issues in managing technology and innovation ?
15. Prepare a strategic business model for a virtual business .
16. What is strategy implementation process ? Explain procedural issues in strategy implementation.
17. Explain corporate portfolio analysis with example.

(3 × 4 = 12 weightage)

Part D

Case Study.

Compulsory question and carries 6 weightage.

18. Explain Ethical and social consideration in strategic management. Why it is relevant in current scenario of business? Substantiate it by taking some Indian companies as case studies

(1 × 6 = 6 weightage)