

Reg. No. _____ Name _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
THIRD TRIMESTER MBA DEGREE EXAMINATION JAN 2019

37 STRATEGIC MANAGEMENT

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. Differentiate Mission and Vision with a Suitable Example.
2. How do you understand portfolio analysis, mention two methods employed for portfolio analysis?
3. Mention two features of effective evaluation and control as part of overall strategic management.
4. Give two differences between Corporate and business strategies.
5. Evaluate the role of SWOT analysis by mentioning at least one benefit and one pitfall.
(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. In what way GE/McKinsey matrix a better and more advanced form of BCG matrix?
7. "Balanced scorecard (BSC), thus, strikes a balance between long term and short term objectives"-Comment?
8. Mckinsey's 7 S framework is an Interrelated theme of activities-Explain it with adequate examples?
9. "The process of strategic Management is elaborate and wide"-Explain the process and steps involved?
10. What advantages corporate derive from competitor analysis, do you think Michael Porter 'Model still have the relevance to aid competitor analysis?
(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. When Starbucks reached the market, there were many coffee shop that were more established. Instead of focusing on their coffee they worked to brand Starbucks as something different, reaching an untapped level of consumers. They offered coffee, but they also offered teas, smoothies, and Frappuccino. They also sold CDs and newspapers, encouraging coffee lovers to stay around and chat. This allowed Starbucks to become a social venue as well.

End of the day the brand have only stories of success.

- a. What type of strategy the brand adopted? Elaborate it on its merits and demerits? (5)
- b Illustrate few examples from the market place using similar strategy? (5)
- c .Do you think competition can be eliminated by way of this strategy alone? (5)
- d If you are heading a consumer electronics firm, what type of strategy you evolve in order to create a unique space for your product? (5)
