

Strategic Management

QP Code : 27081

(2½ Hours)

[Total Marks : 75

- N.B. : (1) Attempt all questions.
(2) Figures to the right indicate full marks.

1. Attempt any **three** of the following:

15

- (a) Explain in brief Corporate Social Responsibility (CSR).
- (b) What is Social Audit? What are the steps in Social Audit?
- (c) Define mission statement. What are the components of mission statement?
- (d) Differentiate between goals and objectives. Explain the characteristics of objectives.

2. Attempt any **three** of the following:

15

- (a) What is environmental scanning? How it is important in strategy formulation?
- (b) Explain 7-s framework by Mc Kinsey.
- (c) Explain Political and Social environment.
- (d) Explain in brief SWOT analysis.

3. Attempt any **three** of the following:

15

- (a) Explain 5 Force Analysis by M. E. Porter.
- (b) Explain Marketing and Personnel capability factors.
- (c) Explain Financial and Production capability factors.
- (d) Explain General capability factors.

4. Attempt any **three** of the following:

15

- (a) Explain Intensive Growth Strategy.
- (b) Explain Integrative Strategy.
- (c) Explain Diversification strategy. *concentric*
- (d) Explain Strategy Evaluation process.

5. Write short notes on any **five**:

15

- (a) Importance of strategic Management
- (b) Sample Action plan
- (c) Technological Environment
- (d) Regulatory Environment
- (e) Retrenchment
- (f) Sell off, spin off and split off
- (g) Liquidation

RAMANATHI KAYYAL COLLEGE OF
HOSPITALITY MANAGEMENT