05

Exam.Code: 1384
Sub. Code: 46529

2056
B. Voc. (Logistic Management)
Sixth Semester
LEM-604: Strategic Management

Time allowed: 3 Hours   Max. Marks: 80

NOTE: *Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit. All questions carry 16 marks.*

x-x-x

I. Answer any four of the following:-

a) What is Corporate Social Responsibility (CSR)? Give two examples of CSR activities undertaken by companies.

b) What is McKinsey's 7S Framework? Name the seven elements of the model.

c) Explain the concept of Corporate Governance and state its main objectives.

d) What is a Strategic Control System? State its importance in organizations.

e) Explain the concept of ETOP (Environmental Threat and Opportunity Profile).

f) What is the Balanced Scorecard? Mention its four perspectives.

UNIT - I

II. Explain the conceptual framework of Strategic Management. Discuss the major components involved in the strategic management process.

III. What is Corporate Restructuring? Explain the various forms of corporate restructuring such as mergers, acquisitions, divestment, and joint ventures.

UNIT - II

IV. Explain the concept of External Environment Analysis in strategic management. Discuss how environmental factors create opportunities and threats for organizations.

V. Discuss the concept of Industry Structure and explain how Porter's Five Forces influence the profitability and competitive position of firms within an industry.

UNIT - III

VI. Explain the concept of Strategic Alternatives. Discuss the major types of strategies: Stability, Expansion, Retrenchment, and Combination Strategies with examples.

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VII. Discuss the GE 9 Cell Model and explain how it helps in portfolio analysis and strategic decision-making. Also explain the concept of the Balanced Scorecard as a strategic performance management tool.

UNIT - IV

VIII. Discuss the concept of Strategic Evaluation and Control. Explain the major techniques used to evaluate and control strategic performance.

IX. Explain the strategy implementation process in detail. Discuss the key steps involved in successful implementation of strategies.

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