



THE AMERICAN COLLEGE, MADURAI
(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade “A”, CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

MBA 5501

STRATEGIC MANAGEMENT

TIME: 2 hrs

Marks: 75

PART – A

Answer any five of the following questions

(5 x 15 = 75)

- 1) Explain the key steps in strategic planning process
- 2) Evaluate with necessary substantiation the key characteristics to be considered while formulating a mission statement
- 3) Demonstrate how Pestle analysis is useful in scanning the external macro-environment in which an organisation exists
- 4) Explain in detail the key components of Porter’s five forces. To what extent these forces assist in analyzing competition
- 5) Evaluate the different business level strategies pursued by a business
- 6) Examine the important features of strategy implementation. Can you distinguish between structural, functional and behavioural implementation.
- 7) Examine the key characteristics of domestic and international markets. Also describe the diverse international strategies carried out by organizations
