GNANAM
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Wisdom in Business
AUTONOMOUS

Reg. No.: | | | | | | | | | | | | |

Question Paper Code :MB2101

MBA DEGREE EXAMINATION APRIL/ MAY 2026

Third Semester

BA4301- Strategic Management

(Regulation: 2021)

Time : 3 Hours   Answer ALL Questions   Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. What is Strategy?
2. "Goals are specific and measurable"- Comment
3. Define Environmental Scanning.
4. Relate Competitive Advantage as strategic tool.
5. Write short notes on SWOT Analysis.
6. Describe by Strategic Choice?
7. Write short notes on Strategic Control.
8. Differentiate between Power and Politics.
9. Define Strategic Thinking.
10. Outline the Digital Strategy.

Part – B (5 x 13 = 65 marks)

11. a) Explain the steps involved in strategy formulation process.

OR

b) Illustrate the Social Responsibility as a strategic tool for building the Business.

12. a) Demonstrate the Porter's Five Forces Model used in external environmental analysis.

OR

b) Determine suitable strategies for avoiding the failure of Business and techniques for competitive advantage

13. a) Analytically explain the need for Mckinsey Framework as a tool for Organizational designing in Business operations.

OR

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b) Examine the types of Strategic Alliances with appropriate illustration.

14. a) Discuss the steps involved in the Strategy implementation process and measures to overcome the barriers.

OR

b) Appraise the conflict resolution techniques as strategy for solving the problems.

15. a) Explain various Business Models in Internet Economy with examples.

OR

b) Explain Change Management in modern organizations.

PART C (1 X 15 = 15)

16. a) Case Study: Analyze the business model of a successful online company.

OR

b) Case Study: Tata Motors Global Expansion

Tata Motors expanded globally by acquiring international brands and entering new markets. The company faced challenges such as cultural differences, competition, economic fluctuations, and technological changes.

To overcome these challenges, Tata Motors focused on innovation, cost leadership, and customer satisfaction. The company also adopted change management strategies and organizational development initiatives.

Questions

1. Identify challenges faced by Tata Motors in global expansion.
2. Explain strategic thinking in Tata Motors' expansion.
3. Apply change management strategies for global expansion.
4. Analyze organizational development strategies used by Tata Motors.
5. Evaluate Tata Motors' global strategy.
6. Develop a strategic plan for future expansion.