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Reg. No. _____ Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
THIRD TRIMESTER MBA DEGREE EXAMINATION APRIL 2017

MBA 37 STRATEGIC MANAGEMENT

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. 'A vision statement is a roadmap for the future'. What are its features?
2. 'Anything that a firm does especially well, when compared to rival firms'. What is the firm said to possess? How can this be achieved?
3. What is the purpose of GAP Analysis?
4. Resource allocation is an integral part of strategy implementation. What are the various factors that influence it?
5. Brief on any 4 kinds of innovation with examples.

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. Strategic Management process has 4 major milestones. Broadly trace this process.
7. What are the different categories of Corporate Social Responsibility?
8. Explain the McKinsey's 7s Framework
9. Detail the roadmap for Strategy Implementation
10. "Strategy evaluation is a key part of the strategy process" What are the various qualitative factors that influence strategic evaluation and control?

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. Out of the total smartwatch (SW) shipment in 2016, Motorola held a market leader position, followed by Apple, Qualcomm and Samsung. The global market is witnessing a huge inflow in the number of companies and is expected to grow manifold from the existing number of 40 companies at present. Currently, North America is dominating the market of SW which is responsible for of market share due to the favorable conditions. Europe is second biggest market of SW as countries like Germany, France, Italy have high penetration rate for wearable technologies. Asia pacific is expected to dominate the market in coming years as this region holds more than 40% of global population and most of countries are in developing phase.

Questions:

- a) Do an Analysis on Bargaining power of Suppliers in the SW industry (4 marks)
- b) Develop a vision and mission statement for a new player in the market (4 marks)
- c) Do a SWOT analysis of your company (4 marks)
- d) What is Product Innovation and how would you bring it about? (4 marks)
- e) How will you fulfill your societal responsibilities? (4 marks)