

MBA-153

MSPL-23

**M.B.A. DEGREE EXAMINATION —
JUNE, 2018.**

Second Year

Shipping and Logistics Management

STRATEGIC MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

1. Define strategic management.
2. Discuss competitive analysis.
3. What is strategic choice?
4. Discuss strategy implementation process.
5. What is strategy evaluation?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

6. Discuss strategic management process.
7. Discuss SWOT analysis.

8. Elaborate strategy formulation and choice of strategy.
 9. Discuss structural implementation and behavioural implementation.
 10. Discuss Porter's strategic approach model.
 11. Discuss the future of strategic management.
 12. Discuss Dupont control model.
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