

Register No.: Name:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

FOURTH SEMESTER MBA DEGREE EXAMINATION (S), SEPT 2022

(2020 Scheme)

Course Code : 20MBA202

Course Name: Strategic Management

Max. Marks : 60

Duration: 3 Hours

PART A*(Answer all questions. Each question carries 2 marks)*

1. Differentiate vision and mission
2. Explain SWOT analysis
3. Define the term efficiency
4. What is portfolio strategy?
5. Recall the concept organization structure

PART B*(Answer any 3 questions. Each question carries 10 marks)*

6. Discuss the important steps involved in strategic management process
7. What is blue ocean strategy? Explain with suitable Indian example
8. Colgate with its Colgate Active Salt tooth paste differentiated itself from all other tooth pastes. What according to you are the requirements for differentiation strategy and what are the drawbacks of the same. Discuss.
9. What is global market strategy? Discuss the benefits and challenges of global market strategy.
10. Explain the role of leadership in strategy implementation

PART C*(Compulsory question, the question carries 20 marks)*

11. TATA NEXON EV: India today is one of the main automotive markets in the world with more number of working population having high purchase power. TATA motors in December 2019 divulged their one of the predominant item TATA Nexon EV which is electric vehicle having three variations in three shades having extraordinary millage and execution contrast with the other vehicle in rivalry in reasonable value range. TATA is concerned about trying to work out strategies in order to capture a huge market share and also to fit in to the vision of the company.

a) What was the type of strategy TATA adopted in this case? Explain.

Marks (10)

b) What in your opinion is the future of such cars in the Indian market? Discuss

Marks (10)
