

KAMARAJ COLLEGE (Autonomous)

Accredited with A+ Grade by NAAC

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(3 Pages)

Reg. No:.....

Question Code:26E04215

Course Code: 25PMBA27

PG Degree - End Semester Examinations, April 2026

Second Semester

M.B.A

Strategic Management

(For those who joined in June 2025 onwards)

Time: 3Hours

Maximum: 75 Marks

PART - A (5 × 4 = 20 Marks)

Answer ALL Questions

Answer should not exceed 250 words.

CO:2 1. List the characteristics of strategic management.

K:3

CO:3 2. Explain the characteristics of objectives.

K:4

CO:4 3. Outline different types of retrenchment strategies.

K:5

CO:4 4. Interpret the porter's five force model.

K:5

CO:3 5. Summarize the components of behavioral implementation.

K:4

PART - B (5 X 8 = 40 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 500 words.

CO:4 6. (a) Analyze the challenges in strategy implementation.

K:5

(OR)

(b) Outline the evolution of strategic management.

CO:3 7. (a) Distinguish objectives from goals.

K:4

(OR)

(b) Analyze the steps in formulation of objectives.

CO:4 8. (a) Examine the components of functional level strategy.

K:5

(OR)

(b) Infer different methods of strategic alliance.

CO:4 9. (a) Analyze the components of BCG matrix.

K:5

(OR)

(b) Examine the importance of competitor analysis.

CO:4 10. (a) Identify the importance of strategic evaluation process.

K:5

(OR)

(b) Organize different types of strategic control.

PART - C (1 X 15 = 15 Marks)

CO:5 11. **Case Study:**

K:6 A consumer electronics company, TechNova Ltd., has a diverse product portfolio including smartphones, laptops, smartwatches and home audio systems. Over the past few years, the smartphone segment has shown rapid market growth and holds a strong market share for the company. The laptop division, although stable, operates in a mature market with moderate share and limited growth potential. Smartwatches are an emerging segment with high market growth, but TechNova currently holds a relatively low market share compared to competitors. Meanwhile, the home audio systems division has seen declining demand due to changing consumer preferences and increasing competition from multifunctional devices.

The top management of TechNova wants to analyze its product portfolio to make strategic decisions regarding investment, divestment, and resource allocation using the BCG Matrix.

Questions:

1. Classify each product line of TechNova into the appropriate BCG Matrix category.
2. Suggest suitable strategies for each category to improve overall business performance.