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

III Semester M.B.A,(Day & Evening) Degree Examination, June/July- 2024

MANAGEMENT

Strategic Management and Business Ethics

(CBCS Scheme 2019 Onwards)

Paper : 3.1

Time : 3 Hours **Maximum Marks : 70**

SECTION-A

Answer **any Five** questions from the following. Each question carries 5 marks.(5×5=25)

1. Explain different levels at which strategy operates.
2. What are the significances of PESTLE analysis?
3. Describe the steps involved in strategy implementation process.
4. Elucidate the concept of BCG matrix.
5. What is Blue ocean strategy? Discuss.
6. How an organisation design strategic control systems?
7. Distinguish between internal and external stakeholders.

SECTION- B

Answer **any Three** questions from the following. Each question carries 10 marks.(3×10=30)

8. Discuss the importance of Business ethics and CSR in Strategic management.
9. Elaborate the concept of GE nine cell model with diagram by taking any industry as an example.
10. Describe and comment on the five major groups of "Forces" which make up M.E. Porter's model.
11. Briefly explain the Expansion strategy in the competitive environment.

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SECTION - C

12. Compulsory Case Study: **(1×15=15)**

Apple Inc., founded in 1976, has become a global leader in technology, renowned for its innovative products like the iPhone, iPad, Mac, Apple Watch, and Apple TV. The company's strategic management is driven by its vision to create the best products and its mission to deliver the best user experience through cutting-edge hardware, software, and services. Apple leverages its strengths, such as a strong brand reputation, high-quality products, robust financial performance, and a cohesive ecosystem. However, it faces challenges like high prices limiting market reach, dependence on a few key products, and vulnerability to economic downturns. Opportunities for growth include expanding into emerging markets, enhancing services and software offerings, and developing new product categories like augmented reality and autonomous vehicles. Apple's strategic initiatives focus on continuous innovation, expanding its services portfolio, committing to environmental sustainability, increasing market presence in regions like India and China, and enhancing customer experience. The company must navigate challenges such as maintaining its innovative edge, adapting to global regulatory pressures, and sustaining growth in saturated markets. By addressing these areas, Apple aims to maintain its competitive advantage and continue its trajectory of success.

Questions:

a. How does Apple's vision and mission align with its strategic management practices to maintain its competitive advantages?

b. What role does continuous innovation play in Apple's strategy to maintain its position as a technology leader, and what are some examples of this innovation?