

Subject Code: 19MB3T01

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SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY

[AUTONOMOUS]Seetharampuram, NARSAPUR-534 280

MBAIII Semester SUBJECT: CSM

[OUTCOME BASED EDUCATION PATTERN]

I- Unit

1. Explain the Competitive Advantage of a Firm and explain the models.
2. Discuss Formulation of strategy at corporate, business and functional levels
3. Define Exit and Entry Barriers
4. Factors that shape a company's strategy –
5. Explain Crafting a strategy.

II-Unit

1. Explain the Organizational Values and Their Impact on Strategy
2. Discuss the statement “Strategic leadership refers to a manager's potential to express a strategic vision for the organization”
3. SWOT Analysis
4. Write about Structural Strategy Formulation and Implementation.
5. Strategies and competitive advantages in diversified companies and its evaluation.

III

1. Explain the Competitive Advantage of a Firm and explain the models.
2. Discuss Formulation of strategy at corporate, business and functional levels.
3. Define Exit and Entry Barriers
4. Describe benchmark and explain the qualitative and quantitative benchmarking to evaluate performance.
5. Define Strategy Evaluation and control&Explain about strategic information systems

IV-Unit

1. Explain the Organizational Values and Their Impact on Strategy.
2. Discuss the statement “Strategic leadership refers to a manager's potential to express a strategic vision for the organization”
3. Write about Structural Strategy Formulation and Implementation
4. Organizational Values and Their Impact on Strategy Resource Allocation
5. Discuss Planning systems for implementation.

V- Unit

1. Describe benchmark and explain the qualitative and quantitative benchmarking to evaluate performance.
2. Define Strategy Evaluation and control

3. Explain about strategic information systems
4. Discuss using qualitative and quantitative benchmarking to evaluate performance.
5. Explain strategic information systems – problems in measuring performance

I- Unit

II- Unit

III-Unit