



# SASURIE COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi. Affiliated to Anna University, Chennai

Near NH544, Coimbatore Bypass, Near Vijayamangalam Tollgate, Tirupur 638056

## NAAC DOCUMENTS

### QUALITY INDICATOR FRAME WORK

#### CRITERION - 1

#### CURRICULAR ASPECTS

SUBMITTED BY

# IQAC

INTERNAL QUALITY ASSURANCE CELL

## SASURIE COLLEGE OF ENGINEERING



## 1.2 Academic Flexibility(30)

**1.2.1 Number of Certificate/Value added courses offered and online courses of MOOCs, SWAYAM, NPTEL etc. (where the students of the institution have enrolled and successfully completed during the last five years)**

**AND**

**1.2.2 Percentage of students enrolled in Certificate/ Value added courses and also completed online courses of MOOCs, SWAYAM, NPTEL etc. as against the total number of students during the last five years**

<b>VAC Title:</b>	Corporate Strategy and Competitive Analysis				
<b>Resource Person:</b>	Mr.S.N.Appusamy CEO Sri Murugan Tex Vijayamangalam	Mr.S.A.Anand Manager Sri Murugan Tex Vijayamangalam			
<b>Date of conduct from:</b>	28.03.2022	<b>To:</b>	01.04.2022	<b>Duration:</b>	30Hours
<b>Organized Department:</b>	MBA				
<b>Participant Year:</b>	I/II	<b>Semester:</b>	EVEN	<b>No. of Students Registered:</b>	63
<b>Venue:</b>	Lecture Hall I year MBA				

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**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

Ref: SCE / MBA /Students / VAC / 2021 – 2022 / EVEN

22.03.2022

**CIRCULAR**

In order to bridge the curricular gap between the Academic Syllabus and Industry requirements, Department of Master of Business Administration and IQAC of our Institution in association with Sri.Murugan Tex, is organizing a Value Added Course (VAC) for the students of I & II year of MBA, on the title “Corporate Strategy and Competitive Analysis” from 28.03.2022 to 01.04.2022. At the end of the VAC, course completion certificates will be issued to the eligible participants as per the following norms.

- Students, who are securing more than 70% on total score in the VAC test and secured more than 75% in VAC attendance is eligible to receive the course completion certificate for the VAC attended.

<b>Resource Person Details</b>	Mr.S.N.Appusamy, CEO, Sri.Murugan Tex, Vijamangalam.	Mr.S.A.Anand, Manager, Sri.Murugan Tex, Vijamangalam.
<b>Venue</b>	Seminar hall - MBA	

  
HoD/MBA

  
PRINCIPAL

Copy to:

1. Chairman & Secretary for information
2. Principal office
3. IQAC Co-Ordinator
4. Class In charges - I & II year of MBA
5. I & II year of MBA Students
6. MBA Notice Board
7. Department File

  
**Dr.M.VIJAYAKUMAR** M.E., Ph.D.,  
PRINCIPAL  
SASURIE COLLEGE OF ENGINEERING,  
Vijamangalam - 638 056, Tirupur (Dt).

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Ref: SCE / MBA / Students / VAC / 2021 - 2022 / EVEN

22.03.2022

SYLLABUS - VALUE ADDED COURSE

“Corporate Strategy and Competitive Analysis”

From 28.03.2022 to 01.04.2022(5 days)

Duration : 30 Hours

Academic Year : 2021 -2022 /EVEN

S.No.	Topics Covered	Duration (In Hours)	Date
1	Introduction to Corporate Strategy	3	28.03.2022
2	External Environment Analysis	3	28.03.2022
3	Internal Analysis and Resource-Based View	3	29.03.2022
4	SWOT Analysis and Strategy Formulation	3	29.03.2022
5	Strategic Planning and Execution	3	30.03.2022
6	Competitive Intelligence and Benchmarking	3	30.03.2022
7	Mergers and Acquisitions (M&A) Strategy	3	31.03.2022
8	Global Expansion Strategies	3	31.03.2022
9	Innovation and Technology in Corporate Strategy	3	01.04.2022
10	Performance Measurement and Evaluation	3	01.04.2022
Total Hours		30	-

After successful completion of 30 hours VAC, the assessment test for the VAC titled “Corporate Strategy and Competitive Analysis” will be conducted on 01.04.2022.

*RMS*

VAC Coordinator

*[Signature]*  
HoD/MBA

*[Signature]*  
Dr. M. VIJAYAKUMAR, Ph.D.  
PRINCIPAL  
SASURIE COLLEGE OF ENGINEERING  
Vijayamangalam - 631 050, Tirupur, TN

**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**  
**STUDENTS PARTICIPATION LIST - VALUE ADDED COURSE**

**“Corporate Strategy and Competitive Analysis”**

**From 28.03.2022 to 01.04.2022 (5 days)**

**Duration : 30 Hours**

**Academic Year : 2021 -2022 /EVEN**

S.No.	Reg No.	Name of the Student	Year / Branch
1.	732421631001	ABINAYA.A	I/MBA
2.	732421631003	ANUPRIYA.A	I/MBA
3.	732421631004	ANUROOPIKA.N	I/MBA
4.	732421631005	BHARATH.J	I/MBA
5.	732421631006	BHARATRAJ.M	I/MBA
6.	732421631007	BHUVANESWARI.S	I/MBA
7.	732421631008	DHARANI.K	I/MBA
8.	732421631009	DHIVYABHARATHI.M	I/MBA
9.	732421631010	ESAKI RAJA.S	I/MBA
10.	732421631011	GODSON ARPUTHARAJ.J	I/MBA
11.	732421631012	GOWTHAM.A	I/MBA
12.	732421631013	HARIHARAN.G	I/MBA
13.	732421631014	HARI PRAKASH.P	I/MBA
14.	732421631015	HARI PRASATH.G	I/MBA
15.	732421631016	INDHU.M	I/MBA
16.	732421631017	JANANI.B	I/MBA
17.	732421631018	KARTHIKEYAN.V	I/MBA
18.	732421631019	KATHIRVEL.S	I/MBA
19.	732421631020	LAKSHMANAN.K	I/MBA
20.	732421631021	LATHA.S	I/MBA
21.	732421631022	MADHUBALA.G	I/MBA
22.	732421631023	MALARMATHI.C	I/MBA
23.	732421631024	MANIKANDAN.K	I/MBA
24.	732421631025	MANIVASAGAM.A	I/MBA
25.	732421631027	MIDUN VARSHAN.E	I/MBA
26.	732421631028	MITHRA.R	I/MBA
27.	732421631029	MOHAN.G	I/MBA
28.	732421631030	MOHAN RAJ.S	I/MBA
29.	732421631031	MUTHU LAKSHMI.K	I/MBA
30.	732421631032	NANDHINI.K	I/MBA

  
**Dr.M.VIJAYAKUMAR** ME., Ph.D.,  
 PRINCIPAL



**SASURIE COLLEGE OF ENGINEERING,**  
 Vijayamangalam - 638 056, Tirupur (Dt).

**STUDENTS PARTICIPATION LIST - VALUE ADDED COURSE**

S.No.	Reg No.	Name of the Student	Year/Branch
31.	732421631035	NIITHYA.A	I/MBA
32.	732421631036	OVIYA.S	I/MBA
33.	732421631037	PAVITHIRA.M	I/MBA
34.	732421631038	PAVITHIRA.N	I/MBA
35.	732421631039	PRAKASH.K	I/MBA
36.	732421631040	PRASANTH.S	I/MBA
37.	732421631041	RAHUL.A	I/MBA
38.	732421631042	RAJASEKAR.P	I/MBA
39.	732421631043	RAJESWARIS	I/MBA
40.	732421631044	RAMASAMY.T	I/MBA
41.	732421631045	SATHIYAPRIYA.B	I/MBA
42.	732421631046	SATHIYAVEERAN.C	I/MBA
43.	732421631047	SHANMUGAPRIYA.K	I/MBA
44.	732421631049	SOWMIYA .M	I/MBA
45.	732421631050	SRI LAKSHMI NARAYANAN.R	I/MBA
46.	732421631051	SUDHAN.B	I/MBA
47.	732421631052	SUGUMAR.M	I/MBA
48.	732421631053	SUNDAR.R	I/MBA
49.	732421631054	SURESH.S	I/MBA
50.	732421631055	SURIYA.N	I/MBA
51.	732421631056	SWATHI PRIYA.D	I/MBA
52.	732421631057	TAMILSELVAM.K	I/MBA
53.	732421631058	VIDHYA.M	I/MBA
54.	732421631059	VIDHIYALAKSHMI.U	I/MBA
55.	732421631061	VIJAY.S	I/MBA
56.	732420631002	AFRIN A	II/MBA
57.	732420631003	ASHIMA B	II/MBA
58.	732420631004	ATCHARA BHAVANI G	II/MBA
59.	732420631005	DHARSHINI D	II/MBA
60.	732420631007	LAVANYA R	II/MBA
61.	732420631009	MENU PRASATH S	II/MBA
62.	732420631010	NEVILLEDARIUS G	II/MBA
63.	732420631014	SOUMYA A	II/MBA

*RMS*  
VAC Coordinator

*[Signature]*  
HoD/MBA


**Dr.M.VIJAYAKUMAR** ME., Ph.D.,  
 PRINCIPAL  
 SASURIE COLLEGE OF ENGINEERING,  
 Vijayamangalam - 638 056, Tirupur (Dt).

**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

**STUDENTS ATTENDANCE LIST - VALUE ADDED COURSE**

**“Corporate Strategy and Competitive Analysis”**

**From 28.03.2022 to 01.04.2022 (5 days)**

**Duration : 30 Hours**

**Academic Year : 2021 - 2022/ EVEN**

S.No	Reg No.	Name of the Student	Year/ Branch	28.03.2022		29.03.2022		30.03.2022		31.03.2022		01.04.2022		No. of Hours Attended	Signature of the Student
				FN	AN	FN	AN	FN	AN	FN	AN	FN	AN		
1.	732421631001	ABINAYA.A	I/MBA	/	/	/	/	/	/	/	/	/	/	30	A. Ayt
2.	732421631003	ANUPRIYA.A	I/MBA	/	/	/	a	/	/	/	/	/	/	27	A. An. Puga
3.	732421631004	ANUROOPIKA.N	I/MBA	/	/	/	/	/	/	/	/	/	/	30	Am. N
4.	732421631005	BHARATH.J	I/MBA	/	/	/	/	/	/	/	/	/	/	30	Bm. J.
5.	732421631006	BHARATRAJ.M	I/MBA	/	/	/	/	/	/	/	/	/	/	30	Bm. J.
6.	732421631007	BHUVANESWARI.S	I/MBA	/	/	/	/	a	/	/	/	/	/	27	Bm. J.
7.	732421631008	DHARANI.K	I/MBA	/	/	a	/	/	/	/	a	/	/	24	Dh. J.
8.	732421631009	DHIVYABHARATHI.M	I/MBA	/	/	/	/	/	a	/	/	/	/	27	K. Dh. J.
9.	732421631010	ESAKI RAJA.S	I/MBA	/	/	/	/	/	/	/	/	/	/	30	J. G. J.
10.	732421631011	GODSON ARPUTHARAJ.J	I/MBA	/	/	a	/	/	/	/	/	/	/	27	J. G. J.
11.	732421631012	GOWTHAM.A	I/MBA	/	/	/	/	/	/	/	/	/	/	30	Ch. J.
12.	732421631013	HARIHARAN.G	I/MBA	/	/	/	/	a	a	/	/	/	/	24	H. J.
13.	732421631014	HARI PRAKASH.P	I/MBA	/	/	/	a	/	/	/	/	/	/	27	H. J.

**STUDENTS ATTENDANCE LIST - VALUE ADDED COURSE**

S.No	Reg No.	Name of the Student	Year/ Branch	28.03.2022		29.03.2022		30.03.2022		31.03.2022		01.04.2022		No. of Hours Attended	Signature of the Student
				FN	AN	FN	AN	FN	AN	FN	AN	FN	AN		
14.	732421631015	HARI PRASATH G	IMBA	/	/	/	/	/	/	/	/	/	/	30	G. Hanith
15.	732421631016	INDHUM	IMBA	/	/	/	a	/	/	/	/	/	/	27	Indhu
16.	732421631017	JANANI B	IMBA	/	/	/	/	/	/	a	a	/	/	24	B. Jey
17.	732421631018	KARTHIKEYAN V	IMBA	/	/	a	/	/	/	/	/	/	/	27	Kal.V
18.	732421631019	KATHIRVEL S	IMBA	/	/	/	/	/	/	/	/	/	/	30	Lakshmai
19.	732421631020	LAKSHMANAN K	IMBA	/	/	/	/	a	/	/	/	/	/	27	Latha.S
20.	732421631021	LATHA S	IMBA	/	/	/	/	/	/	/	/	/	/	30	Latha
21.	732421631022	MADHUBALA G	IMBA	/	/	/	/	/	/	/	/	/	/	30	Madhu
22.	732421631023	MALARMATHI C	IMBA	/	/	/	/	/	/	/	/	/	/	30	C. Math
23.	732421631024	MANIKANDAN K	IMBA	/	/	/	a	/	/	/	/	/	/	27	R. Mani
24.	732421631025	MANIVASAGAM A	IMBA	/	/	a	/	/	/	a	/	/	/	24	A. Maya
25.	732421631027	MIDUN VARSHANE	IMBA	/	/	/	/	/	/	/	a	/	/	27	Midun
26.	732421631028	MITHRA.R	IMBA	/	/	/	/	/	/	/	/	/	/	30	R. Mitti
27.	732421631029	MOHAN.G	IMBA	/	/	/	/	/	a	/	/	/	/	27	Mithi
28.	732421631030	MOHAN RAJ S	IMBA	/	/	/	/	/	/	/	/	/	/	30	Mithi
29.	732421631031	MUTHU LAKSHMI K	IMBA	/	/	/	a	/	a	/	/	/	/	24	Muthu Lakshmi
30.	732421631032	NANDHINI K	IMBA	/	/	/	/	/	/	a	/	/	/	27	Nandhini
31.	732421631035	NITHYA A	IMBA	/	/	a	/	/	/	/	/	/	/	27	Nithya
32.	732421631036	OVIYA S	IMBA	/	/	/	/	/	/	/	/	/	/	27	Oviya



**STUDENTS ATTENDANCE LIST - VALUE ADDED COURSE**

S.No	Reg No.	Name of the Student	Year/ Branch	28.03.2022		29.03.2022		30.03.2022		31.03.2022		01.04.2022		No. of Hours Attended	Signature of the Student
				FN	AN	FN	AN	FN	AN	FN	AN	FN	AN		
33	732421631037	PAVITHRA.M	I/MBA	/	/	/	a	/	/	/	/	/	/	27	Pavithra
34	732421631038	PAVITHRA.N	I/MBA	/	/	/	/	/	/	a	a	/	/	24	N. Pavithra.
35	732421631039	PRAKASH.K	I/MBA	/	/	a	/	/	/	/	/	/	/	27	Prakash K.
36	732421631040	PRASANTH.S	I/MBA	/	/	/	/	a	a	/	/	/	/	24	Pranth
37	732421631041	RAHUL.A	I/MBA	/	/	/	a	/	/	/	/	/	/	27	Rahul
38	732421631042	RAJASEKAR.P	I/MBA	/	/	/	/	/	/	/	/	/	/	30	Rajasekar
39	732421631043	RAJESWARI.S	I/MBA	/	/	/	/	/	/	a	a	/	/	24	Rajeswari
40	732421631044	RAMASAMY.T	I/MBA	/	/	/	/	/	a	/	/	/	/	27	Ramasamy
41	732421631045	SATHIYAPRIYA.B	I/MBA	/	/	/	/	/	/	/	/	/	/	30	Sathyapriya
42	732421631046	SATHIYAVEERAN.C	I/MBA	/	/	/	/	/	/	/	/	/	/	30	Sathyaveeran
43	732421631047	SHANMUGAPRIYA.K	I/MBA	/	/	a	/	/	/	a	/	/	/	24	Shanmugapriya
44	732421631049	SOWMIYA .M	I/MBA	/	/	/	/	/	a	/	/	/	/	27	Sowmiya
45	732421631050	SRI LAKSHMI NARAYANAN.R	I/MBA	/	/	/	/	/	/	/	/	/	/	30	Sri Lakshmi
46	732421631051	SUDHAN.B	I/MBA	/	/	/	a	/	/	/	a	/	/	24	Sudhan
47	732421631052	SUGUMAR.M	I/MBA	/	/	/	/	/	/	/	/	/	/	30	Sugumar
48	732421631053	SUNDAR.R	I/MBA	/	/	/	/	/	a	/	/	/	/	27	Sundar
49	732421631054	SURESH.S	I/MBA	/	/	/	/	/	/	a	a	/	/	24	Suresh
50	732421631055	SURIYA.N	I/MBA	/	/	/	/	a	/	/	/	/	/	27	Suriya

Dr.M.VIJAYAKUMAR ME., Ph.D.  
 PRINCIPAL

SASURIE COLLEGE OF ENGINEERING,  
 Vijayamangalam - 638 055, Tirupur (Dt).

**STUDENTS ATTENDANCE LIST - VALUE ADDED COURSE**

S.No	Reg No.	Name of the Student	Year/ Branch	28.03.2022		29.03.2022		30.03.2022		31.03.2022		01.04.2022		No. of Hours Attended	Signature of the Student
				FN	AN	FN	AN	FN	AN	FN	AN	FN	AN		
51.	732421631056	SWATHI PRIYA D	I/MBA	/	/	/	/	/	/	/	/	/	/	30	<i>[Signature]</i>
52.	732421631057	TAMILSELVAM K	I/MBA	/	/	/	/	a	/	/	/	/	/	27	<i>[Signature]</i>
53.	732421631058	VIDHYA M	I/MBA	/	/	/	/	/	/	a	a	/	/	24	<i>[Signature]</i>
54.	732421631059	VIDHYALAKSHMI L	I/MBA	/	/	a	/	/	/	/	/	/	/	27	<i>[Signature]</i>
55.	732421631061	VIJAY S	I/MBA	/	/	/	/	a	a	/	/	/	/	27	<i>[Signature]</i>
56.	732420631002	AFRIN A	II/MBA	/	/	/	a	/	/	/	/	/	/	27	<i>[Signature]</i>
57.	732420631003	ASHMA B	II/MBA	/	/	/	/	/	/	/	/	/	/	30	<i>[Signature]</i>
58.	732420631004	ATCHARA BHAVANI G	II/MBA	/	/	/	/	/	/	a	a	/	/	24	<i>[Signature]</i>
59.	732420631005	DHARSHINI D	II/MBA	/	/	/	a	/	/	/	/	/	/	27	<i>[Signature]</i>
60.	732420631007	LAVANYA R	II/MBA	/	/	/	/	/	/	/	/	/	/	30	<i>[Signature]</i>
61.	732420631009	MENU PRASATH S	II/MBA	/	/	/	/	/	/	/	/	/	/	30	<i>[Signature]</i>
62.	732420631010	NEVILLEDARIUS G	II/MBA	/	/	a	a	/	/	/	/	/	/	24	<i>[Signature]</i>
63.	732420631014	SOUMYA A	II/MBA	/	/	/	/	a	/	/	/	/	/	27	<i>[Signature]</i>

*[Signature]*  
 VAC Coordinator

*[Signature]*  
 HoD/MBA

 **Dr.M.VIJAYAKUMAR** ME., Ph.D.,  
 PRINCIPAL  
**SASURIE COLLEGE OF ENGINEERING,**  
 Vijayamangalam - 638 056, Tirupur (Dt).

### Report on Value Added Course

Title:	Corporate Strategy and Competitive Analysis		
Resource Person:	Mr.S.N.Appusamy, CEO, Sri.Murugan Tex, Vijamangalam.	Mr.S.A.Anand, Manager, Sri.Murugan Tex, Vijamangalam.	
Date of conduct from :	28.03.2022	To:	01.04.2022
		Duration:	30 Hours
Organized by :	MASTER OF BUSINESS ADMINISTRATION and IQAC in association with Sri.Murugan Tex		
Academic Year:	2021 – 2022	Semester:	EVEN
Participant Year:	I & II Year MBA	No. of Students Participated :	63
Venue:	Seminar hall - MBA		

### Outcome of Value Added Course (VAC)

At the end of the Course, Students can be able to

- Distinguish corporate strategy from business and functional strategies.
- Assess internal strengths and weaknesses of an organization.
- Conduct benchmarking activities against industry best practices.
- Identify and manage technology trends that impact corporate strategies.
- Apply the Balanced Scorecard framework for measuring and improving strategic performance.

### Assessment Process

- Students, who are securing more than 70% on total score in the VAC test and secured more than 75% in VAC attendance is eligible to receive the course completion certificate for the VAC attended
- Total Score = (0.5 \* Attendance in VAC out of 100 percentage + 0.5 \* Test mark in VAC out of 100 marks)

No. of students successfully completed the VAC course is 63 Students based on the above assessment process.

  
 VAC Co-ordinator

  
 HoD/ MBA

  
 Principal



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

**Certificate of Participation**


This is to certify that Mr./Ms ..... **KARTHIKEYAN V, I MBA** ..... has successfully completed the Value Added Course titled "Corporate Strategy and Competitive Analysis" Organized by the *Department of Master of Business Administration* in association with IQAC of Sasurie College of Engineering and Sri. Murugan Tex from 28-03-2022 to 01-.4-2022

Co-ordinator

Head of the Department

Dr.M.VIJAYAKUMAR ME **Principal**

PRINCIPAL

 SASURIE COLLEGE OF ENGINEERING,  
Vijayamangalam, Tiruppur



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Certificate of Participation

This is to certify that Mr./Ms ..... **JANANI B. I MBA** ..... has successfully completed the **Value Added Course** titled "Corporate Strategy and Competitive Analysis" Organized by the *Department of Master of Business Administration* in association with IQAC of Sasurie College of Engineering and Sri. Murugan Tex from 28-03-2022 to 01-.4-2022

Co-ordinator

Head of the Department

**Dr.M.VIJAYAKUMAR** Principal  
ME., Ph.D.,

 SASURIE COLLEGE OF ENGINEERING

Vijayamangalam - 635 036, Tiruppur (Dt).



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

**Certificate of Participation**

This is to certify that Mr./Ms .....NEVILLEDARIUS G, II MBA..... has successfully completed the Value Added Course titled "Corporate Strategy and Competitive Analysis" Organized by the *Department of Master of Business Management in association with IQAC of Sasurie College of Engineering and SRS Lungis Erode from 28-03-2022 to 01-04-2022 (5 Days).*

Co-ordinator

Head of the Department

Dr.M.VIJAYAKUMAR ME., Principal



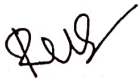
PRINCIPAL  
SASURIE COLLEGE OF ENGINEERING,  
Vijayamangalam - 638 056, Tirupur (Dt)



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

**Certificate of Participation**

This is to certify that Mr./Ms .....LAVANYA R, II MBA..... has successfully completed the Value Added Course titled "Corporate Strategy and Competitive Analysis" Organized by the *Department of Master of Business Management in association with IQAC of Sasurie College of Engineering and SRS Lungis Erode from 28-03-2022 to 01-04-2022 (5 Days).*



Co-ordinator



Head of the Department



Dr.M.VIJAYAKUMAR ME., Ph.D.

Principal



PRINCIPAL  
SASURIE COLLEGE OF ENGINEERING,  
Vijayamangalam - 638 056, Tiruppur (Dt).

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

TEST QUESTION PAPER - VALUE ADDED COURSE

“Corporate Strategy and Competitive Analysis”

From 28.03.2022 to 01.04.2022 (5 days)

Duration : 30 Hours

Academic Year : 2021 -2022 /EVEN

Date of Test : 01.04.2022

MULTIPLE CHOICE QUESTIONS (25 X 1 = 25 Marks)

Name of the Student:


Year/Sem:

AU Register Number:

Answer all the questions:

1. What is the primary focus of corporate strategy?
  - a. Short-term goals
  - b. Functional tactics
  - c. Long-term direction and scope
  - d. Operational efficiency
2. Which analysis tool helps assess the external environment by examining political, economic, social, technological, environmental, and legal factors?
  - a. SWOT analysis
  - b. Porter's Five Forces
  - c. PESTEL analysis
  - d. Competitive intelligence
3. According to Porter's Five Forces, which force deals with the bargaining power of buyers?
  - a. Threat of new entrants
  - b. Bargaining power of suppliers
  - c. Bargaining power of buyers
  - d. Threat of substitute products
4. What does the Resource-Based View (RBV) focus on in strategic analysis?
  - a. Industry structure
  - b. Internal resources and capabilities
  - c. Market share
  - d. Customer satisfaction

  
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5. Which strategy involves offering unique products or services to a broad market?
- Cost leadership
  - Differentiation
  - Focus
  - Integration
6. What tool helps integrate internal and external analyses by identifying an organization's strengths, weaknesses, opportunities, and threats?
- SWOT analysis
  - PESTEL analysis
  - Balanced Scorecard
  - Benchmarking
7. What is the primary purpose of a strategic planning framework?
- Set short-term goals
  - Evaluate employee performance
  - Guide long-term direction and decision-making
  - Monitor daily operations
8. In the context of mergers and acquisitions, what is due diligence?
- Analyzing market trends
  - Assessing internal capabilities
  - Investigating and evaluating a potential business deal
  - Developing post-merger strategies
9. Which global expansion mode involves forming partnerships with local organizations to enter a foreign market?
- Exporting
  - Licensing
  - Strategic alliances
  - Franchising
10. What is a key consideration when managing cultural differences in a global business environment?
- Homogeneity
  - Ethnocentrism
  - Standardization
  - Adaptation
11. How does innovation contribute to corporate strategy?
- By focusing on cost reduction
  - By improving operational efficiency
  - By creating new products or services
  - By increasing market share

12. What technology trend is characterized by the integration of digital technologies into everyday life?
- Artificial intelligence
  - Internet of Things (IoT)
  - Augmented reality
  - Digitalization
13. Which analysis tool is useful for understanding an organization's competitive position in comparison to industry benchmarks?
- SWOT analysis
  - Competitive intelligence
  - Benchmarking
  - PESTEL analysis
14. What is a primary objective of a merger?
- Decreasing market share
  - Enhancing competitiveness
  - Reducing product diversity
  - Lowering production costs
15. In a global expansion strategy, what is the term for adapting products or services to meet the specific needs of local markets?
- Standardization
  - Localization
  - Homogenization
  - Globalization
16. What is a key challenge associated with disruptive technologies?
- Incremental improvements
  - Market saturation
  - Radical changes and uncertainties
  - Cost reduction
17. Which measure is commonly used in the Balanced Scorecard framework to assess an organization's financial performance?
- Customer satisfaction
  - Return on investment (ROI)
  - Employee engagement
  - Market share
18. How do key performance indicators (KPIs) contribute to strategy evaluation?
- By setting long-term goals
  - By measuring progress toward strategic objectives
  - By analyzing external competition
  - By assessing employee satisfaction

19. What is the primary purpose of the Bargaining Power of Suppliers in Porter's Five Forces model?
- Assessing the strength of suppliers in the industry
  - Evaluating the bargaining power of buyers
  - Analyzing the threat of new entrants
  - Identifying substitute products
20. Which term refers to a strategy that targets a specific segment or niche within a market?
- Cost leadership
  - Differentiation
  - Focus
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21. What is the primary focus of competitive intelligence?
- Analyzing internal resources
  - Monitoring industry trends
  - Setting organizational goals
  - Conducting SWOT analysis
22. What factor should be considered when choosing entry modes for global expansion?
- Standardization
  - Homogeneity
  - Cultural differences
  - Ethnocentrism
23. In the context of technology trends, what does IoT stand for?
- Internet of Things
  - Innovation of Technology
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  - Implementation of Trends
24. What is the main goal of strategic alliances in global expansion?
- Gain a competitive advantage
  - Reduce operational costs
  - Achieve economies of scale
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25. How does the Balanced Scorecard contribute to corporate strategy?
- By focusing solely on financial metrics
  - By providing a comprehensive view of performance across multiple dimensions
  - By emphasizing short-term goals
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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

TEST QUESTION ANSWER KEY - VALUE ADDED COURSE

“Corporate Strategy and Competitive Analysis”

From 28.03.2022 to 01.04.2022 (5 days)

Duration : 30 Hours

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Date of Test : 01.04.2022

1	c	6	a	11	c	16	c	21	b
2	c	7	c	12	c	17	b	22	c
3	c	8	c	13	c	18	b	23	a
4	b	9	c	14	b	19	a	24	a
5	b	10	b	15	b	20	c	25	b



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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

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MULTIPLE CHOICE QUESTIONS (25 X 1 = 25 Marks)

Name of the Student: LAVANYA . R

Year/Sem: II / IV

AU Register Number: 782420681007

19  
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25

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**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

**ASSESSMENT SHEET - VALUE ADDED COURSE**

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**Academic Year : 2021 - 2022/ EVEN**

S.No	Reg No.	Name of the Student	Year/ Branch	Attendance Details		VAC-MCQ TEST		OVERALL Score (100) (50% of A + 50% of B)
				No. of Hours Attended	Attendance Score (100) (A)	No. of Correct Answers	MCQ Score (100) (B)	
1.	732421631001	ABINAYA.A	I/MBA	30	100	21	84	92
2.	732421631003	ANUPRIYA.A	I/MBA	27	90	19	76	83
3.	732421631004	ANUROOPIKA.N	I/MBA	30	100	19	76	88
4.	732421631005	BHARATH.J	I/MBA	30	100	19	76	88
5.	732421631006	BHARATRAJ.M	I/MBA	30	100	21	84	92
6.	732421631007	BHUVANESWARI.S	I/MBA	27	90	21	84	87
7.	732421631008	DHARANI.K	I/MBA	24	80	20	80	80
8.	732421631009	DHIVYABHARATHI.M	I/MBA	27	90	21	84	87
9.	732421631010	ESAKI RAJA.S	I/MBA	30	100	20	80	90
10.	732421631011	GODSON ARPUTHARAJ.J	I/MBA	27	90	19	76	83
11.	732421631012	GOWTHAM.A	I/MBA	30	100	19	76	88
12.	732421631013	HARIHARAN.G	I/MBA	24	80	20	80	80
13.	732421631014	HARI PRAKASH.P	I/MBA	27	90	19	76	83

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14.	732421631015	HARI PRASATH.G	I/MBA	30	100	20	80	90
15.	732421631016	INDHU.M	I/MBA	27	90	19	76	83
16.	732421631017	JANANI.B	I/MBA	24	80	21	84	82
17.	732421631018	KARTHIKEYAN.V	I/MBA	27	90	20	80	85
18.	732421631019	KATHIRVEL.S	I/MBA	30	100	21	84	92
19.	732421631020	LAKSHMANAN.K	I/MBA	27	90	20	80	85
20.	732421631021	LATHA.S	I/MBA	30	100	19	76	88
21.	732421631022	MADHUBALA.G	I/MBA	30	100	20	80	90
22.	732421631023	MALARMATHI.C	I/MBA	30	100	21	84	92
23.	732421631024	MANIKANDAN.K	I/MBA	27	90	21	84	87
24.	732421631025	MANIVASAGAM.A	I/MBA	24	80	20	80	80
25.	732421631027	MIDUN VARSHANE	I/MBA	27	90	21	84	87
26.	732421631028	MITHRA.R	I/MBA	30	100	20	80	90
27.	732421631029	MOHAN.G	I/MBA	27	90	19	76	83
28.	732421631030	MOHAN RAJ.S	I/MBA	30	100	19	76	83
29.	732421631031	MUTHU LAKSHMI.K	I/MBA	24	80	20	80	80
30.	732421631032	NANDHINI.K	I/MBA	27	90	19	76	83
31.	732421631035	NITHYA.A	I/MBA	27	90	19	76	83

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32.	732421631036	OVIYA.S	I/MBA	30	100	19	76	88
33.	732421631037	PAVITHRA.M	I/MBA	27	90	19	76	83
34.	732421631038	PAVITHRA.N	I/MBA	24	80	21	84	82
35.	732421631039	PRAKASH.K	I/MBA	27	90	20	80	85
36.	732421631040	PRASANTH.S	I/MBA	24	80	20	80	80
37.	732421631041	RAHULA	I/MBA	27	90	19	76	83
38.	732421631042	RAJASEKAR.P	I/MBA	30	100	19	76	88
39.	732421631043	RAJESWARIS	I/MBA	24	80	20	80	80
40.	732421631044	RAMASAMY.T	I/MBA	27	90	19	76	83
41.	732421631045	SATHIYAPRIYA.B	I/MBA	30	100	19	76	88
42.	732421631046	SATHIYAVEERAN.C	I/MBA	30	100	19	76	88
43.	732421631047	SHANMUGAPRIYA.K	I/MBA	24	80	20	80	80
44.	732421631049	SOWMIYA .M	I/MBA	27	90	19	76	83
45.	732421631050	SRI LAKSHMI NARAYANAN.R	I/MBA	30	100	19	76	88
46.	732421631051	SUDHAN.B	I/MBA	24	80	20	80	80
47.	732421631052	SUGUMAR.M	I/MBA	30	100	19	76	88
48.	732421631053	SUNDAR.R	I/MBA	27	90	19	76	83
49.	732421631054	SURESH.S	I/MBA	24	80	21	84	82
50.	732421631055	SURIYA.N	I/MBA	27	90	20	80	85

  
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51.	732421631056	SWATHI PRIYA.D	I/MBA	30	100	19	76	83
52.	732421631057	TAMILSELVAM.K	I/MBA	27	90	19	76	83
53.	732421631058	VIDHYA.M	I/MBA	24	80	21	84	82
54.	732421631059	VIDHYALAKSHMI.U	I/MBA	27	90	20	80	85
55.	732421631061	VIJAY.S	I/MBA	24	80	20	80	80
56.	732420631002	AFRIN A	II/MBA	27	90	19	76	83
57.	732420631003	ASHMA B	II/MBA	30	100	19	76	88
58.	732420631004	ATCHARA BHAVANI G	II/MBA	24	80	20	80	80
59.	732420631005	DHARSHINI D	II/MBA	27	90	19	76	83
60.	732420631007	LAVANYA R	II/MBA	30	100	19	76	88
61.	732420631009	MENU PRASATH S	II/MBA	30	100	19	76	88
62.	732420631010	NEVILLEDARIUS G	II/MBA	24	80	20	80	80
63.	732420631014	SOUMYA A	II/MBA	27	90	19	76	83

  
 VAC Coordinator

  
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