

Gandhi Institute of Engineering and Technology University, Odisha, Gunupur
(GIET UNIVERSITY)

M.B.A. (Fourth Semester) Regular Examinations, April - 2026

23MBAPC24001 - Strategic Management
(MBA)



Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 5 = 10 Marks)

Q.1. Answer **ALL** questions

- Mention any two levels of Strategic Management.
- Discuss Core Competencies.
- What does the GE matrix evaluate?
- What is turnaround strategy?
- What is matrix structure?

CO #	Blooms Level
CO1	K1
CO2	K2
CO3	K1
CO4	K1
CO6	K1

PART – B

(10 x 5 = 50 Marks)

Answer **all the** questions

- Discuss the benefits of Strategic Management for business organizations.
 - Explain how strategy helps in achieving competitive advantage.

OR

 - Describe the Basic Model of Strategic Management. Explain how it helps organizations in achieving competitive advantage.
- Discuss Competitor Analysis with reference to Market Commonality, Resource Similarity, and Competitive Intelligence.
 - Explain the concept of Strategic Groups with examples.

OR

 - Explain the components of external environmental analysis.
 - Explain the stages of Industry Life Cycle Analysis.
- Explain Blue Ocean Strategy in detail and contrast it with Red Ocean Strategy.
 - Explain the Grand Strategy Matrix.

OR

 - Discuss resource-based strategy formulation using the VRIO framework.
 - Discuss the importance of resource-based strategy formulation.
- Explain business-level strategies proposed by Michael Porter.
 - Discuss the role of HR strategy in organizational success.

OR

 - Differentiate between cost leadership and differentiation strategies.
 - Explain the role of functional-level strategies in achieving organizational objectives.
- Describe the relationship between strategy and structure.
 - Explain the concept of strategic control.

OR

 - Discuss the role of leadership and culture in successful strategy implementation.

Marks	CO #	Blooms Level
5	CO1	K2
5	CO1	K2
10	CO1	K3
6	CO2	K2
4	CO2	K2
5	CO2	K2
5	CO2	K2
5	CO3	K2
5	CO3	K2
6	CO4	K3
4	CO4	K2
6	CO4	K2
4	CO5	K2
5	CO5	K4
5	CO5	K2
5	CO6	K2
5	CO6	K2
10	CO6	K3

End of Paper