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Total Number of Pages: 01

MBA
MGT401

4th SEMESTER BACKEXAMINATION 2016-17

STRATEGIC MANAGEMENT

BRANCH: MBA

Time: 3 Hours

Max Marks: 70

Q.Code:Z456

Answer Question No.1 which is compulsory and any five from the rest.

The figures in the right hand margin indicate marks.

- Q1 **Answer briefly the following questions:** (2 x 10)
- a) What do you mean by charting of core competence?
 - b) Write the hierarchical levels of strategic management.
 - c) What is horizontal integration?
 - d) Name the competitive forces that a firm faces.
 - e) What is cost leadership?
 - f) Differentiate between merger and acquisition.
 - g) Why PESTL Analysis is carried out?
 - h) What is de-merger? Cite two examples for it.
 - i) Differentiate between vision and mission statement of a company.
 - j) Differentiate between concentric & conglomerate diversification.
- Q2 Why is it important to study Business portfolio management? Discuss GE (10)
nine cell matrix.
- Q3 What is environmental scanning? Why is it carried out? Discuss the (10)
environmental factors a firm encounters.
- Q4 State the reasons for mergers & acquisitions. Elucidate the types of (10)
mergers and acquisitions.
- Q5 With a schematic diagram explain the strategic evaluation process. (10)
Discuss a few controlling techniques frequently used in the sphere of
strategic management.
- Q6 What is strategic alliance? Why are they formed? Cite a few examples to (10)
substantiate its merit.
- Q7 With the help of a schematic diagram explain the various components of (10)
a Value chain Analysis in detail
- Q8 **Write short notes on** (5 x 2)
- a) Competitive advantage
 - b) Balance score card.