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Total Number of Pages: 01

**MBA**  
**MBA402**

**4<sup>th</sup> SEMESTER BACK EXAMINATION 2016-17**

**STRATEGIC MANAGEMENT**

**BRANCH: MBA**

**Time: 3 Hours**

**Max Marks: 70**

**Q.Code:Z455**

**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.