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Total Number of Pages: 02

MBA
MBA -402

Fourth Semester Back Examination – 2016

STRATEGIC MANAGEMENT

Branch : MBA

Time: 3 Hours

Max marks: 70

Q.CODE : MBA-402

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) State the different types of diversification.
- b) Define SBU.
- c) Why strategic alliances are formed?
- d) What is competitive advantage?
- e) Differentiate between strategy and tactics.
- f) Why does strategic management fail?
- g) What is joint venture?
- h) Outline the hierarchy of strategic management.
- i) Differentiate between vision and mission statement of a company.
- j) What is entrepreneurial mode of strategic decision ?

Q2 Suppose you want to open a new budget hotel aimed at business travelers in Bhubaneswar. What marketing strategies would you suggest to penetrate the market. (10)

Q3 Discuss the various competitive forces that a firm faces while operating in a competitive environment. Support your answer with a suitable example.. (10)

Q4 With a schematic diagram explain the strategic evaluation process. Discuss a few controlling techniques frequently used in the sphere of strategic management. (10)

Q5 What is Strategic management process? Explain briefly the steps (10) involved in a strategic management process.

Q6 Discuss the relevance of studying business portfolio management. With (10) a schematic diagram explain BCG matrix.

Q7 Why environmental analysis is carried out? Discuss the various (10) environmental components to be scanned before formulating a strategy

Q8 Write short notes on - (5x2)
a) Retrenchment strategy
b) Horizontal integration