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*Total number of printed pages – 2*

**MBA**  
**MBA 402**

**Fourth Semester Regular Examination – 2014**

**STRATEGIC MANAGEMENT**

**BRANCH : MBA**

**QUESTION CODE : F 431**

**Full Marks – 70**

**Time : 3 Hours**

*Answer Question No. 1 & 2 which are compulsory and any **four** from the rest.  
The figures in the right-hand margin indicate marks.*

1. Answer the following questions : 2×10
- (a) What is an SBU ?
  - (b) What is understood by retrenchment ?
  - (c) Differentiate between objective and goal.
  - (d) What is understood by stability ?
  - (e) What do you understand by acquisition?
  - (f) What is value chain ?
  - (g) What is understood by strategic choice ?
  - (h) What is understood by strategic alliance ?
  - (i) What do you understand by generic strategies ?
  - (j) What does BCG stand for ?

**P.T.O.**

2. Case Study : 10
- Rival Technologies of Singapore is a software development company dealing with clients mostly based in USA. Many of the clients are Fortune 500 companies. This only goes on to prove that Rival Technologies is considered as one of the top notch companies in the industry, even by its rivals across the world. Over only last five years of its existence, Rival Technologies has become a multibillion dollar company of repute and has truly become a rival for others in the industry. The key to its success has been getting the job always done on time with almost no flaw. The dedication and hard work of its intelligent employees have been the corner stone of the success story written by the company. The company has recently bagged a huge order from a Fortune 500 company to add another feather to its already colorful cap. More orders are in the pipe line for Rival Technologies, as its dynamic marketing team has been in the hunt for the same with their guns all set to hit the bull's eye and grab the kill.
- Analyze the case of Rival Technologies well, and write befitting vision and mission statements for the company.
3. What is strategic management process ? Explain it in detail with example. 10
4. Differentiate between vertical and horizontal integration. Take the example of a corn flakes manufacturer and explain the concepts elaborately. 10
5. What is a Balance Score Card ? Explain it in detail, and lay down a situation to further corroborate your answer. 10
6. How is corporate planning done ? Explain it with an appropriate example. 10
7. Why is environmental analysis required ? Explain internal and external environmental analyses with the example of a company. Do use the same in the form of an example. 10
8. Explain the BCG Matrix thoroughly well. Explain through the matrix when a product should be continued, when should it be given further boost, and when should it be discarded. Give your reasons for the same. 10
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