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Total Number of Pages : 02

MBA
15MNG401

4th Semester Regular / Back Examination 2018-19
STRATEGIC MANAGEMENT
BRANCH : MBA
Time : 3 Hours
Max Marks : 100
Q.CODE : F821

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Short Answer Type Questions (Answer All-10) (2 x 10)

- Outline the prime rationale behind forming strategic alliance.
- Why joint ventures are formed?
- Differentiate between vision and mission statement of a company.
- What do you understand by core competence?
- What is consolidation?
- Outline the characteristics of a cash cow.
- Define strategic intent.
- Name the seven elements of McKinsey's 7S framework.
- What is strategic surveillance?
- What is the use of balance score card?

Part- II

Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Discuss Porter's five forces model.
- Explain the various modes of strategic decision making.
- Enumerate the various components of value chain analysis.
- Why does strategic management fail?
- How strategic management process can be carried out smoothly? Discuss the steps involved in it.
- Why environmental scanning is carried out prior to strategy formulation?
- What are the circumstances under which stability strategy is adopted?
- Why diversification strategy is considered to be a good option for growth?
- Draw the SWOT matrix and explain the components
- Explain the ways to gain competitive advantage?
- How a clear strategic intent can be formed? Elucidate.
- What is cost leadership? How cost leadership can be attained?

Part-III

Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Explain the barriers to strategic evaluation process. How can that are overcome? Discuss a few controlling techniques frequently used in the sphere of strategic management. **(16)**
- Q4** What do you understand by business portfolio management? Elucidate BCG matrix with a schematic diagram. **(16)**
- Q5** Discuss the various types of Mergers and Acquisitions. Outline the issues associated with any merger and acquisition. **(16)**
- Q6** Elucidate the various strategic alternatives adopted by corporate to cope with the dynamics of the business environment. **(16)**