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GIET UNIVERSITY, GUNUPUR – 765022

M. B. A (Third Semester) Examinations, February - 2023

21MBAPC23001 – Strategic Management

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 10 = 20 Marks)

Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. What is strategic management?	1	2
b. Write a short note on Pitfalls in Strategic planning.	1	2
c. What is core- competency?	2	2
d. Write short notes on competitive intelligence.	2	2
e. Make a diagrammatic presentation of GE matrix.	3	2
f. What is Diversification? Types of diversification strategy	3	2
g. Define is corporate level strategy.	4	2
h. Explain strategic control.	4	2
i. Why Balance Score card is implemented in strategy control?	5	2
j. What do you mean by SBU?	5	2

PART – B

(8 x 5 = 40 Marks)

Answer **ALL** questions

	Marks	CO #	Blooms Level
2. a. What are the different modes of Strategic decision-making and explain the process of strategic decision-making? (OR)	8	1	2
b. Explain how value chain analysis model could help in organizational analysis.	8	1	1
3.a. Describe Michele porter’s Five forces model of Industry Analysis. (OR)	8	2	2
b. Describe about the stages in the Industry Life cycle?	8	2	4
4.a. “Resource allocation is a vital part of strategy” Justify the statement. (OR)	8	3	2
b. How do you evaluate the two Concentric Diversification and Conglomerate Diversification as strategic alternatives?	8	3	2
5.a. How do you formulate the strategy at Functional level? (OR)	8	4	4
b. Describe Michael Porter’s Generic Strategies.	8	4	4
6.a. What is the role of Leadership in strategic management? Illustrate your answer taking few contemporary examples. (OR)	8	5	1
b. Should a firm organise around the people or it should be structured based on what basis organisational structure for strategy implementation is based on.	8	5	2

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