



(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 293402

Roll No.

## (SEM.-IV) THEORY EXAMINATION 2015

### STRATEGIC MANAGEMENT

*Time : 3 Hours]*

*[Total Marks : 100*

**Note:** Attempt questions from each section as per given instructions.

#### SECTION-A

1. Attempt any four of the following: 5×4=20
- a) Explain nature and importance of strategic management.
  - b) ETOP analysis.
  - c) BCG Matrix – its significance in strategy formulation.
  - d) Briefly explains the Offensive strategies.
  - e) Explain Foreign collaboration as a strategy for growth.

## SECTION-B

2. Attempt all questions: 15×2=30
- a) "Structure follows strategy". Discuss strategic implementation through structure, values and culture with the help of McKinsey 7's model.
  - b) Discuss in detail the various types of strategic control mechanism.

## SECTION-C

**Note:** attempt all question. (10×5=50)

3. Explain PESTLE Analysis.

OR

State the BCG Matrix. Describe its significance in strategy formulation

4. Define corporate strategy. Write its importance.

OR

Define related and Un-related diversifications? State the merits and demerits of each.

5. What is a competitive advantage? Prepare a competitive advantage profile of a company of your choice.

OR

Explain the nature and role of strategic evaluation and control. What role do different strategists play in strategic evaluation?

6. What do you mean by functional implementation of a strategy? What roles played by functional policies in strategy implementation?

OR

Define joint venture. Write advantage and disadvantage of joint venture.

7. Write note on any two of the following-

- a) Merger
- b) Cost leadership
- c) Ansoff Matrix

—X—