

MBA
(SEM III) THEORY EXAMINATION 2018-19
STRATEGIC MANAGEMENT

*Time: 3 Hours**Total Marks: 70*

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

- 1. Attempt *all* questions in brief. **2 x 7 = 14****
- a. Define SWOT analysis.
 - b. Define the concept of corporate restructuring
 - c. What is the basic difference between strategy and tactic?
 - d. Give the basic difference between strategic control and operational control.
 - e. What are the various aspects of strategy decision making.
 - f. Elaborate on strategic management
 - g. What is strategic audit?

SECTION B

- 2. Attempt any *three* of the following: **7 x 3 = 21****
- a. Define and differentiate between strategic management and Business Policy.
 - b. What structural consideration must be incorporated into strategy implementation?
 - c. Discuss strategic implementation through structure, values and ideologies with the help of McKinsey's 7-S framework.
 - d. What are diversification strategies? Under what circumstances an organization needs to adopt this strategy?
 - e. Explain the impact of information technology and the internet on various strategies of MNCs.

SECTION C

- 3. Attempt any *one* part of the following: **7 x 1 = 7****
- (a) How will you identify priority environmental factors for analysis? What are the variables that affect the choice of these factors?
 - (b) Explain Five Forces Porter model of strategy formulation
- 4. Attempt any *one* part of the following: **7 x 1 = 7****
- (a) Explain and discuss Value Chain Concept. How does it help an organization in taking outsourcing decisions?
 - (b) "Strategic Choice is made in the context of decision situation as well as decision maker." Explain this and show how various objective and subjective factors affect strategic choice.
- 5. Attempt any *one* part of the following: **7 x 1 = 7****
- (a) What are the salient features of BCG Matrix? Explain its implications.
 - (b) What are the corporate level strategies and their classification? Explain.

6. Attempt any *one* part of the following: **7 x 1 = 7**

- (a) What is Mergers and Acquisition? Discuss their types in detail.
- (b) What do you mean by Resource Based View (RBV) Analysis? Explain its methods & techniques with suitable examples.

7. Attempt any *one* part of the following: **7 x 1 = 7**

- (a) Explain the following –
 - (i) PESTLE Analysis
 - (ii) Ethics and Social Responsibility in Strategy Implantation.
- (b) Explain Joint Ventures. What are the various strategies issues involved in joint venture decisions?