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MBA
(SEM III) THEORY EXAMINATION 2021-22
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 Business Policy
 - b. What is a strategic alliance? Name two recent alliances of Indian companies.
 - c. Differentiate between goals and objectives.
 - d. Explain digitalization strategy?
 - e. Explain Resource Based View (RBV).
 - f. Illustrate importance of strategy evaluation & control.
 - g. Explain the concept of values, ethics and social responsibility.

SECTION B

- 2. Attempt any three of the following: 7 x 3 = 21**
- a. Explain Basic Elements of strategic Management process.
 - b. Explain briefly the PESTEL and use it for analyzing competitive environment of any industry of your choice.
 - c. Explain the concept of Cost Leadership strategy. Illustrate your answer with suitable example.
 - d. Explain the BCG Matrix with suitable example.
 - e. Explain the nature and importance of strategic evaluation and control.

SECTION C

- 3. Attempt any one part of the following: 7 x 1 = 7**
- (a) How do the terms mission, objectives, strategies, programs, budgets, procedures differ in the true sense?
 - (b) What is the Strategic Management? Is the Strategic Management relevant in the backdrop of the uncertainties and turbulence in business market?
- 4. Attempt any one part of the following: 7 x 1 = 7**
- (a) Explain briefly the Porter's Five Forces Model and use it for analyzing competitive environment of any industry of your choice.
 - (b) What do you mean by environmental analysis? Discuss the role it plays in strategy formulation.
- 5. Attempt any one part of the following: 7 x 1 = 7**
- (a) Discuss the statement, "Related diversification is an attractive corporate strategy as it offers the best of both the worlds."
 - (b) Suggest the strategies that Indian companies can use to compete with global companies within India?
- 6. Attempt any one part of the following: 7 x 1 = 7**
- (a) Describe the GE nine cell matrix technique used for analyzing corporate portfolio.
 - (b) Discuss how combination strategies can be adopted sequentially? Simultaneously?
- 7. Attempt any one part of the following: 7 x 1 = 7**
- (a) Discuss the process of strategic control in details with example.
 - (b) What are important barriers to strategic evaluation and control?