

**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) Examination, May / June 2019**

**Subject: Strategic Management**

**Paper – MB – 401**

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.**

**Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)**

**[Short Answer Type]**

- 1 State the salient features of strategic management
- 2 What is meant by core competencies?
- 3 State the indications for weak and crisis business.
- 4 State the reasons for market diversification
- 5 What is SMART Governance?

**PART – B (5x12 = 60 Marks)**

**[Essay Answer Type]**

- 6 a) Describe the basic elements in strategy formulation.  
**OR**  
b) Explain the system of crafting and executing a strategy for business entity.
- 7 a) Discuss the advantages in the process of environmental analysis relating to a strategic decision.  
**OR**  
b) Describe the vital aspects in BGG and GE models.
- 8 a) Explain the causative factors for developing corporate level international strategy.  
**OR**  
b) Discuss the merits and demerits in strategic alliances.
- 9 a) Explain the features and strategies in the course of industry life cycle.  
**OR**  
b) Describe the elements in competitive analysis and its advantage.
- 10 a) Discuss the necessity of corporate governance under changing business environment.  
**OR**  
b) Explain the significance and applicability of social and ethical responsibilities of corporate entities.

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**FACULTY OF MANAGEMENT**  
**MBA IV – Semester (Old) & M.B.A. VI – Semester (Evening) Examination,**  
**May / June 2019**

**Subject: Strategic Management**  
**Course No. 4.1 / 6.1**

**Time: 3 Hours**

**Max. Marks: 80**

**Note: Answer all the questions.**  
**PART – A (10x2 = 20 Marks)**  
**[Short Answer Type]**

**1 Write short notes on the following:**

- a) Strategic vision
- b) Strategic Intent
- c) Demographic segment
- d) Strategic groups
- e) High Velocity Market
- f) Competitive Strategy
- g) Need for outsourcing
- h) Cooperative strategies
- i) Corporate Governance
- j) Strategic entrepreneurship

**PART – B (5x12 = 60 Marks)**  
**[Essay Answer Type]**

- 2 a) Define 'Strategic Management'. What is the process involved in the execution of strategy?  
**OR**  
b) What do you understand by Strategic Choices? Explain with the help of some examples.
- 3 a) Outline the external environmental factors which are influencing the strategic position.  
**OR**  
b) What is strategic capability? How do we diagnose and manage it?
- 4 a) Evaluate the process involved in Strategy Formulation.  
**OR**  
b) What are the different types of industries? Explain with reference to strategy implementation.
- 5 a) Discuss about the need and importance of vertical integration strategies.  
**OR**  
b) Outline the factors responsible for strategic alliances.
- 6 a) Examine the role of corporate culture in the execution of strategies of a company.  
**OR**  
b) What do you understand by Socials Responsibility as a Strategy? Give some examples.

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