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MBA 3rd Semester Examination

Strategic Analysis (O.S.)

301

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt five questions in all, selecting one question from each unit.

UNIT - I

1. Define strategic planning process. When is the planning mode of strategic decision making superior to the entrepreneurial and adaptive modes? (12)
2. What is strategic decision making? Why are strategic decisions different from other kinds of decisions? (12)

UNIT - II

3. What is the relevance of the resource based view of the firm to strategic analysis in a global environment? (12)
4. What is competitive advantage and core competence? How can value-chain analysis help to identify a company's strengths and weaknesses? (12)

UNIT - III

5. How can a decision maker identify strategic factors in the corporation's external international environment? (12)

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[P.T.O.]

6. Compare and contrast trend extrapolation with the writing of scenarios as forecasting techniques. **(12)**

UNIT - IV

7. What is merger? Enumerate different types of mergers. What are the potential economic advantages from merger? **(12)**
8. Briefly examine the provisions of the Indian Companies Act governing corporate takeovers. **(12)**

UNIT - 5

9. Compare and contrast SWOT analysis with portfolio analysis. **(12)**
10. Write short note on the followings:
- (a) Corporate portfolio analysis.
 - (b) Factors in strategic choice. **(12)**