

[Total No. of Questions - 10] [Total No. of Printed Pages - 2]  
(2123)

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MBA 4th Semester Examination

Strategic Management

401

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 :** Answer any five questions. Each question is of 12 marks.  
All questions carry equal marks.

1. Explain the concept of strategic management. Why has strategic management become so important for today's corporations?  
(12)
2. What is differentiation strategy? Explain the capabilities a firm should possess to support differentiation based strategy. (12)
3. According to Porter, what determines the level of competitive intensity in an industry?  
(12)
4. What is value chain analysis? How is value chain analysis different from SWOT analysis?  
(12)
5. "Structure follows strategy" or "strategy follows structure" which one of these is true? Validate your point.  
(12)
6. How does the concept "translate thought into action" bear on the relationship between strategy formulation and implementation?  
(12)
7. What is strategic change? Why is it essential for an organization to change?  
(12)

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8. Explain the role of leadership in strategy implementation. **(12)**
9. Explain and discuss Balanced Scorecard as a technique of strategy evaluation. **(12)**
10. How is performance measured for strategy evaluation? What are the key considerations in monitoring deviations from performance standards? **(12)**