

[Total No. of Questions - 10] [Total No. of Printed Pages - 2]
(2063)

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M.B.A. 3rd Semester Examination

Strategic Analysis

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 : There are ten (10) questions in all, two questions from each unit. The students are required to attempt five (5) questions, selecting one question from each unit.

UNIT - I

1. How do you define 'strategy'? Explain the strategic planning process with appropriate examples. (12)
2. Discuss the relevance of strategic decision making in business. What are the significant factor to be kept in mind while formulating policy in business. (12)

UNIT - II

3. Explain the competitive advantage and core competence in reference of modern business preferences. (12)
4. Write short notes on followings—
 - (a) Value chain Analysis. (6)
 - (b) The balanced score card. (6)

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UNIT - III

5. Comment on the environment of the firm. Discuss the significant of the environmental forces on the business. (12)
6. Define as short notes on followings—
- (a) Customer & Competition Analysis. (6)
- (b) Strategic posture. (6)

UNIT - IV

7. What is diversification? Is diversification successful to reduce risk of business. Distinguish between the diversification and divestment. (12)
8. What is turn around strategy? In which situations, this strategy must be applied? Distinguish the turn around strategy with combination strategy. (12)

UNIT - V

9. How can you use SWOT analysis as the major planning tool of business. Explain it with suitable examples. (12)
10. What are the major factors used in corporate portfolio Analysis. Discuss in detail. (12)