

[Total No. of Questions - 10] [Total No. of Printed Pages - 2]
(2064)

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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 (5) questions in all, selecting one question from each Unit.

UNIT - I

1. "Strategy implementation is the process by which strategies and policies are put into action through the development of programs, budgets and procedures."—Discuss. (12)
2. Define strategic decision making process. How strategic decisions are different from other kinds of decisions? (12)

UNIT - II

3. How can value-chain analysis help to identify a company's strengths and weaknesses? (12)
4. Define core competencies. How can a corporation identify its core competencies and its distinctive competencies? (12)

UNIT - III

5. What is environmental uncertainty? Discuss in brief that how a corporation identify strategic factors in the external international environment. (12)

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6. What is environmental forecasting? Compare and contrast trend extrapolation with the writing of scenarios as forecasting techniques. (12)

UNIT - IV

7. "Capital budgeting technique of evaluating merger proposition is the most appropriate." Do you agree with this? Elucidate the statement. (12)
8. Briefly explain various provisions of Indian companies and governing corporate takeover. (12)

UNIT - V

9. SWOT analysis, by itself, is not a panacea-discuss. Should we invest more in our strengths to make them even stronger or should we invest in our weaknesses to atleast make them competitive?—Elucidate the statement. (12)
10. Write short note on the followings:
- (a) Corporate portfolio analysis.
 - (b) Competitors and SWOT analysis for strategic choice. (12)