14909
MBA 3rd Semester Examination
Strategic Management (N.S.)
MBA-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.

SECTION - A

1. Write short comments on the following ten statements stating whether a statement is true or false.

(a) Strategic Management is an attempt to organise qualitative and quantitative information in a way that allows effective decisions to be made and implemented under conditions of uncertainty.

(b) Vision statement conveys the reason for existence, whereas mission statement spells out as to how will it be achieved.

(c) Cash represent the organisation’s best long-run opportunities for growth and profitability.

(d) Differentiation is the ability of a company or a business unit to design, produce and market a comparable product more efficiently than its competitors.

(e) Changing a strategy to fit an existing culture is not as effective as changing a firm’s culture to fit a new strategy.

(f) Economies of scale and economies of scope are one and same and can exist only in a multi-business organisation.

14909/70

[P.T.O.]
(g) Value-chain analysis is a tool to examine competitive advantage of a firm.

(h) Licensing and franchising are same concepts.

(i) Objectives form hierarchy.

(j) Conglomerate diversification is not good for a business. (10×2=20)

SECTION - B

2. Answer any four of the following:

(a) Discuss the role of leadership in strategy implementation.

(b) How are strategies evaluated?

(c) What is corporate restructuring?

(d) Explain strategic intent.

(e) What is Porter's five forces model?

(f) What are harvesting and retrenchment strategies? (5×4=20)

SECTION - C

3. Answer any two of the following:

(a) What is SWOT analysis? Explain with the help of an example.

(b) What are business level generic strategies? Explain with the help of suitable examples.

(c) What is BCG matrix? How is it different from Shell's Directional Policy Matrix?

(d) Write an essay on ‘Balanced Score Card’. (10×2=20)