

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

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MBA 4th Semester Examination

Strategic Management (O.S.)

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. All questions carry equal marks.

1. "Corporate planning is not synonymous with long range planning". Why? Discuss. (12)
2. What are the elements of strategy? Discuss the hierarchical levels of strategy. (12)
3. Narrate the purpose of developing strategic intent. Discuss the process of strategic intent. (12)
4. Distinguish between vision and mission. Strategic vision is very important for corporation, explain. (12)
5. Draw the diagram of Michal Porter's value chain. Explain the steps involved in value chain analysis. (12)
6. Discuss corporate level strategy. "An overall firm is directed by directional strategy." Explain. (12)
7. "Generic strategies have benefits and pitfalls". Discuss. (12)

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8. Distinguish between strategic control and operational control. Briefly explain the process of effective strategic control. (12)
9. "Formulation of strategy does not ensure organization success." Discuss. (12)
10. What is the role of leadership in strategic management? Illustrate your answer taking a few contemporary examples. (12)