

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]
(2124)

1853

MBA 3rd Semester Examination
Strategic Management (NS)
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

*Attempt all questions. Each Question will carry 2 marks.
Explain the following concepts:*

1. Deliberate Strategy.
2. Business Level Strategy.
3. Components of External Environment.
4. Bottom of Pyramid Markets.
5. Red Ocean Strategy.
6. SWOT Analysis.
7. Core Competencies.
8. Strategic Business Units.
9. Value Innovation Logic.
10. Organizational Culture. (2×10=20)

[P.T.O.]

SECTION - B

*Attempt any four questions. Each Question will carry 5 marks.
Write a short note on the following:*

11. Strategic Management Process.
12. BCG Matrix.
13. Explain Stakeholder Analysis.
14. Concept of Business Models.
15. Strategic Leadership.
16. Explain Harvesting Strategies, (4×5=20)

SECTION - C

Attempt any two questions. Each Question will carry 10 marks.

17. Explain Porter's Diamond Model for analyzing industry competitiveness with a relevant industry example.
18. Discuss in detail Ansoff's Growth Vector matrix for development of corporate level strategy.
19. Explain Benchmarking for monitoring and evaluation of Business strategies.
20. Discuss aspects related to Strategy-Structure Fit for designing appropriate organizational structure. (2×10=20)