

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]
(2125)

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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

Ten Short note type questions carrying two marks each. In this section, all the questions are compulsory.

Write Short note on:

1. Characteristics of a Good Mission Statements.
2. Difference Between Goals and Objectives.
3. Resource Based View of an Organization.
4. External Factor Evaluation Matrix.
5. Strategic Choice.
6. Acquisition Strategy.
7. Timing Tactics.
8. TOWS Matrix.
9. Strategy Structure Fit.
10. Nature of Strategy Evaluation. (10×2=20)

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SECTION - B

Six short answer type questions carrying five marks each. Out of which students has to answer any four.

11. What are the important constituents of a strategic management process?
12. Explain the concept of ETOP analysis. Prepare an ETOP for any organization of your choice.
13. What is BCG Growth share Matrix? Explain its importance in the choice of competitive strategy of a firm.
14. Explain Porter's five forces model of competitive strategies.
15. Discuss the various types of strategic control mechanism.
16. Explain in detail the product life cycle matrix. (4×5=20)

SECTION - C

Four Essay type questions carrying ten marks each. Out of which students has to answer any two.

17. Discuss the strategically relevant components of external environment.
18. Explain in detail the different corporate level strategies.
19. Explain the techniques used for corporate appraisal.
20. "A good strategy without effective implementation has a lower probability of success than if implementation decisions match strategic choice". Discuss. (2×10=20)