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(2063)

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MBA 4th Semester Examination

Strategic Management

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. Define strategic management. Enumerate the strategic management process. (12)
2. Define strategic intent. Explain attributes of strategic intent. (12)
3. "Short term objectives may be means to achieve long-term objective". Discuss with suitable example. (12)
4. Discuss the Porters five forces model and its application. (12)
5. What is value chain? Explain the primary activities of value chain analysis. (12)
6. What is corporate level strategy? "Corporate level strategies play a crucial role in firm value maximisation." Comment. (12)
7. What is differentiation strategy? Why do firms adopt differentiation strategy? (12)

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8. What are strategic controls? Discuss in detail the process of 'effective strategic control'. (12)
9. "BCG Matrix is useful to resource allocation". Explain flow? (12)
10. "Leading the drive for good strategy execution and operating excellence calls for several actions. Explain. (12)