

Roll No.

Total No. of Questions : 07]

[Total No. of Pages : 02

MBA (Sem. - 4th)

STRATEGIC MANAGEMENT

SUBJECT CODE : MB - 401

Paper ID : [C0113]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A

Q1)

(10 × 2 = 20)

- a) Define strategic management? How does it differ from business policy?
- b) What do you understand by business goals and objectives of an organization?
- c) List the external environmental variables that affect the strategies of an organization?
- d) Define KEY SUCCESS FACTORS and their importance in industry analysis? How are they different from strategic factors?
- e) Define and differentiate between mergers and acquisitions?
- f) Explain Corporate Parenting and its importance?
- g) Describe the concept of synergy? What benefits are derived from synergy among divisions of an organization?
- h) Briefly explain Corporate Restructuring? What are the various conditions under which corporate restructuring is required?
- i) What are the various responsibilities of Board of Directors?
- j) Define core competencies of an organization?

- Q2) Explain the strategic decision making process in detail?
- Q3) Describe SWOT analysis technique for environmental scanning? What is the importance of this analysis in strategic management of an organization?
- Q4) Explain the value chain analysis? How is it helpful to a company in identifying its strengths and weaknesses?
- Q5) Explain Porter's model of competitive strategies? Is it possible for a company to have a sustainable competitive advantage when its industry becomes hyper competitive?
- Q6) Explain the various growth strategies pursued by organizations? Is stability really a strategy or just a term for no strategy?
- Q7) Define leadership and its importance in managing the corporate culture? How is the corporate culture and strategy compatibility assessed? How does an organization manages diverse cultures after an acquisition?

