



Code No. 1064

FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, May / June 2019

Subject: Strategic Management

Paper – MB – 401

Time: 3 Hours

Max.Marks: 80

Note: Answer all the questions from Part-A and Part-B.

Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)

[Short Answer Type]

- 1 State the salient features of strategic management
- 2 What is meant by core competencies?
- 3 State the indications for weak and crisis business.
- 4 State the reasons for market diversification
- 5 What is SMART Governance?

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

- 6 a) Describe the basic elements in strategy formulation.
OR
b) Explain the system of crafting and executing a strategy for business entity.
- 7 a) Discuss the advantages in the process of environmental analysis relating to a strategic decision.
OR
b) Describe the vital aspects in BGG and GE models.
- 8 a) Explain the causative factors for developing corporate level international strategy.
OR
b) Discuss the merits and demerits in strategic alliances.
- 9 a) Explain the features and strategies in the course of industry life cycle.
OR
b) Describe the elements in competitive analysis and its advantage.
- 10 a) Discuss the necessity of corporate governance under changing business environment.
OR
b) Explain the significance and applicability of social and ethical responsibilities of corporate entities.
