



Code No. 1178 / O / E

**FACULTY OF MANAGEMENT**  
**MBA IV – Semester (Old) & M.B.A. VI – Semester (Evening) Examination,**  
**May / June 2019**

**Subject: Strategic Management**  
**Course No. 4.1 / 6.1**

**Time: 3 Hours**

**Max. Marks: 80**

**Note: Answer all the questions.**  
**PART – A (10x2 = 20 Marks)**  
**[Short Answer Type]**

**1 Write short notes on the following:**

- a) Strategic vision
- b) Strategic Intent
- c) Demographic segment
- d) Strategic groups
- e) High Velocity Market
- f) Competitive Strategy
- g) Need for outsourcing
- h) Cooperative strategies
- i) Corporate Governance
- j) Strategic entrepreneurship

**PART – B (5x12 = 60 Marks)**  
**[Essay Answer Type]**

- 2 a) Define 'Strategic Management'. What is the process involved in the execution of strategy?  
**OR**  
b) What do you understand by Strategic Choices? Explain with the help of some examples.
- 3 a) Outline the external environmental factors which are influencing the strategic position.  
**OR**  
b) What is strategic capability? How do we diagnose and manage it?
- 4 a) Evaluate the process involved in Strategy Formulation.  
**OR**  
b) What are the different types of industries? Explain with reference to strategy implementation.
- 5 a) Discuss about the need and importance of vertical integration strategies.  
**OR**  
b) Outline the factors responsible for strategic alliances.
- 6 a) Examine the role of corporate culture in the execution of strategies of a company.  
**OR**  
b) What do you understand by Social Responsibility as a Strategy? Give some examples.

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