

Code No. 12178/NCBCS/O

FACULTY OF MANAGEMENT
M.B.A. IV – Semester (NCBCS)(Old) Examination, October 2020

Subject : Strategic Management

Course No. : 4.1

Time : 2 Hours

Max. Marks : 80

PART – A

Note: Answer any four questions.

(4x5=20 Marks)

- 1 Strategic Intent
- 2 Strategic groups
- 3 Strategic Capability
- 4 Business level strategy
- 5 Crisis ridden business
- 6 Strategies for runner-up firms
- 7 Strategic Diversification
- 8 Strategic Control
- 9 Behavioural Control
- 10 Strategic alliance

PART – B

Note: Answer any four questions.

(4x15=60 Marks)

- 11 What is the strategic management? Explain the methods of developing the vision and mission statements.
- 12 What do you mean by Strategic choice? Describe different strategic choices open to the present day managers.
- 13 Explain the methods of creating environmentally aware organization.
- 14 Porter's Five Forces Model helps with the structural analysis of the environment. Explain how does this model work.
- 15 What is competitive advantage? Explain the benefits of competitive advantage.
- 16 Explain the strategies for maturing industries and stagnant industries.
- 17 Discuss the methods of creating value through diversification.
- 18 Explain the problems involved in formulation of merger and acquisition strategies.
- 19 Explain the process of executing a strategy.
- 20 Write a brief note on corporate governance.
