

**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) Examination, September / October 2020**

**Subject: Strategic Management**

**Paper – MB – 401**

**Time : 2 Hours**

**Max. Marks : 80**

**PART – A**

**Note: Answer any four questions.**

**(4x5=20 Marks)**

- 1 Define Strategic Management
- 2 Value Chain Analysis
- 3 Strategy Formulation
- 4 Diversification Strategy
- 5 SMART Governance

**PART – B**

**Note: Answer any four questions.**

**(4x15=60 Marks)**

- 6 Discuss the need any four importance of strategic management.
- 7 Explain the various elements of strategic management process.
- 8 What are the various environmental factors that affect a business? Explain them in detail.
- 9 Discuss the methods of identifying the opportunities and thetas of a business in this pandemic situation.
- 10 Discuss the relevance of long term objectives in strategy formulation.
- 11 Discuss the strategies suitable for runner-up firms.
- 12 Discuss various methods creating value through intense growth strategies.
- 13 List out different outsourcing strategies and also explain the drivers of outsourcing.
- 14 Discuss different types and techniques used for strategic control.
- 15 Explain the social and ethical responsibilities of corporate organizations.

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