

FACULTY OF MANAGEMENT
MBA (CBCS) IV-Semester Examination, July 2021
Subject: Strategic Management
Paper – MB – 401

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 State the strategic Vision and Mission
- 2 Write about Capability Building
- 3 Explain the strategies of Runner-up firms
- 4 What are the Drivers of Outsourcing
- 5 What is Strategic Entrepreneurship

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 What is Strategic Management? Explain the tasks of strategic management and factors shaping strategy.
- 7 Discuss the development of a strategic model and its positioning.
- 8 Explain a Specific Industry Analysis with the help of BCG Model.
- 9 Discuss the use of SWOT Analysis.
- 10 Discuss different stages of Industry Life Cycle.
- 11 Explain the Strategies adopted by Business Leaders.
- 12 Explain how Offensive and Defensive Strategies Create Value.
- 13 Discuss the benefits of Merger and Acquisition Strategies.
- 14 Discuss the need and significance of Social and Ethical Responsibilities of Corporate Organisations.
- 15 Explain how Re-designing Organisational Structure helps for better control.