

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, August / September 2022
Subject: Strategic Management
Paper – MB - 401

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 Explain the factors that shape strategy
- 2 Write about the Key Drivers for a change
- 3 Explain the Industry Life Cycle Stages
- 4 Write about Defensive Strategies
- 5 What is Good Corporate Citizenship?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) Explain the stages in Crafting and execution of Strategy.
(OR)
(b) Explain the model of Strategy and its elements.
- 7 (a) Discuss how Environmental Analysis helps in Creating Strategy.
(OR)
(b) Elaborate Value Chain Analysis.
- 8 (a) Discuss how strategy can be tailored for weak and crisis ridden business.
(OR)
(b) Explain how competitive advantages are created and sustained.
- 9 (a) Discuss how Integration Strategies create value to the organizations.
(OR)
(b) Discuss the benefits, growth and drivers of outsourcing strategies.
- 10 (a) Explain how corporate culture helps in promoting SMART Governance.
(OR)
(b) Write a note on crafting a social responsibility strategy.

* * *