FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, May / June 2018

Subject: Strategic Management

Paper – MB – 401

Time: 3 Hours

Max. Marks: 80

Note: Answer all the questions from Part-A and Part-B.
Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)
[Short Answer Type]

1. What are the objectives of strategic management?
2. State the key drivers for a change
3. State the stages in industry life cycle
4. What are the benefits from outsourcing strategies?
5. Distinguish between social and ethical responsibilities.

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

6. a) Discuss the process and tasks of strategic management in a corporate entity.
   OR
   b) Explain the pre-requisites for developing a strategic model and its implementation.

7. a) Describe the external and internal environmental analysis for the creation of a good strategy.
   OR
   b) Discuss the essential elements in SWOT analysis and value chain analysis.

8. a) Explain the basic steps in strategy formulation.
   OR
   b) Describe a suitable strategy for business leaders and followers.

9. a) Explain the reasons for development of alternative strategies in a competitive business environment.
   OR
   b) Discuss the advantages and limitations in mergers and acquisitions.

10. a) State the vital issues in strategies evaluation and controls.
    OR
    b) Explain the policies for SMART governance.

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