

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7118

Roll No.

--	--	--	--	--	--	--	--	--	--

**M.B.A.**

(SEM. III) ODD SEMESTER THEORY

EXAMINATION 2010-11

**STRATEGIC MANAGEMENT**

Time : 3 Hours

Total Marks : 100

- Note :—** (1) Attempt all questions.  
(2) All questions carry equal marks.

1. Write short notes on any **four** of the following :—  
(5×4=20)

- (i) Expansion Strategies
- (ii) SWOT Analysis
- (iii) Value Chain Approach
- (iv) SAP Scanning
- (v) Strategic Alliance
- (vi) Activity Based Costing.

2. (i) How can you explain the success of businesses that do not use a formal strategic planning process ? (10)

**OR**

What are diversification strategies ? Under what circumstances an organization needs to adopt this strategy ?

- (ii) Discuss the impact of globalization on various strategies of MNCs. (10)

**OR**

What is Strategic Management ? What are the key concepts of strategic management ?

3. (i) What is an ETOP study ? How does it differ from SAP ? (10)

**OR**

Explain and discuss Porter's Value Chain concepts. How does it help an organization in taking outsourcing decisions ?

- (ii) "In a maturity stage of PLC, the market becomes saturated, price competition intensifies and the rate of sales growth slows down." Suggest strategic choice in such a stage of the PLC. (10)

**OR**

What is resource allocation ? How does strategic budgeting help is optimum utilization of resources ?

4. (i) Under what circumstances an organization decides to implement the retrenchment strategies ? What are its types ? Explain. (10)

**OR**

What are mergers and acquisitions ? What are its various types ? Explain.

- (ii) Explain the concept of 'Corporate Parenting'. How does the rationale of corporate parents help in balancing portfolios in a multi-business firm ? (10)

**OR**

Explain in detail the strategic planning process.

5. (i) Discuss the importance of value and ethics in business strategy formulation. (10)

**OR**

What is Strategic Information System ? What ways does it help the management to make informed decisions ?

- (ii) Write an explanatory note on the evaluation techniques for strategic control. (10)

**OR**

Enumerate the major considerations of strategists in integration of functional plans and policies.