

**MBA**  
**(SEM III) THEORY EXAMINATION 2018-19**  
**STRATEGIC MANAGEMENT**

*Time: 3 Hours**Total Marks: 70***Note:** 1. Attempt all Sections. If require any missing data; then choose suitably.**SECTION A**

- 1. Attempt all questions in brief. 2 x 7 = 14**
- a. Define SWOT analysis.
  - b. Define the concept of corporate restructuring
  - c. What is the basic difference between strategy and tactic?
  - d. Give the basic difference between strategic control and operational control.
  - e. What are the various aspects of strategy decision making.
  - f. Elaborate on strategic management
  - g. What is strategic audit?

**SECTION B**

- 2. Attempt any three of the following: 7 x 3 = 21**
- a. Define and differentiate between strategic management and Business Policy.
  - b. What structural consideration must be incorporated into strategy implementation?
  - c. Discuss strategic implementation through structure, values and ideologies with the help of McKinsey's 7-S framework.
  - d. What are diversification strategies? Under what circumstances an organization needs to adopt this strategy?
  - e. Explain the impact of information technology and the internet on various strategies of MNCs.

**SECTION C**

- 3. Attempt any one part of the following: 7 x 1 = 7**
- (a) How will you identify priority environmental factors for analysis? What are the variables that affect the choice of these factors?
  - (b) Explain Five Forces Porter model of strategy formulation
- 4. Attempt any one part of the following: 7 x 1 = 7**
- (a) Explain and discuss Value Chain Concept. How does it help an organization in taking outsourcing decisions?
  - (b) "Strategic Choice is made in the context of decision situation as well as decision maker." Explain this and show how various objective and subjective factors affect strategic choice.
- 5. Attempt any one part of the following: 7 x 1 = 7**
- (a) What are the salient features of BCG Matrix? Explain its implications.
  - (b) What are the corporate level strategies and their classification? Explain.

6. **Attempt any *one* part of the following:** **7 x 1 = 7**
- (a) What is Mergers and Acquisition? Discuss their types in detail.
  - (b) What do you mean by Resource Based View (RBW) Analysis? Explain its methods & techniques with suitable examples.
7. **Attempt any *one* part of the following:** **7 x 1 = 7**
- (a) Explain the following –
    - (i) PESTLE Analysis
    - (ii) Ethics and Social Responsibility in Strategy Implantation.
  - (b) Explain Joint Ventures. What are the various strategies issues involved in joint venture decisions?

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