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Total Number of Pages: 02

Course: MBA
Sub_Code: MBPC1010

2nd Semester Regular Examination: 2024-25

SUBJECT: STRATEGIC MANAGEMENT

BRANCH(S): BA, FM, FM&HRM, GM, HCHM, HRM, IB, LSCM, MBA, MBA (A & M), MM, RM

Time: 3 Hours

Max Marks: 100

Q.Code: S521

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What is the full form of SMART?
- What is balanced score card?
- What do you mean by synergy?
- What is organizational diagnosis?
- Why do companies create SBUs?
- What is the cost of leadership?
- What is core competency?
- What is value chain analysis?
- Who developed the five forces model?
- What is the difference between strategy and tactics?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Explain the process of strategy formulation.
- Explain six differences between mergers and acquisitions.
- Why is it important for a firm to study the external environment?
- What are the various elements of strategic management processes? Explain in detail.
- Why do the value chain activities of rival companies often differ?
- How a company's culture can promote better strategy executions.
- Mention six differences between strategic objectives and financial objectives.
- 'Business strategies are partly proactive and partly reactive'. Explain.
- Why do business firms need to make SWOT analysis?
- Discuss the interrelationship that exists between the formulation and implementation of strategies. Provide examples of such an interrelationship.
- List down on the managerial process of crafting and executing strategy.
- 'Strategic leadership- a dynamic balancing act'. Explain.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

(16 x 2)

- Q3** Describe 7'S Framework of McKinsey and Company. Explain its relevance in Indian corporate sectors. **(16)**
- Q4** Discuss the various factors which should be considered by a firm for choosing a strategy in a declining industry. **(16)**
- Q5** What do you understand by contingency strategies? Discuss the conditions which call for pursuing these strategies. **(16)**
- Q6** What is a competitive advantage? Discuss its building blocks? How long will a competitive advantage last? What are the various factors affecting the durability of competitive advantages? **(16)**