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Question Paper Code: CMB012

MBA III Semester End Examinations (Regular) - November, 2018

Regulation: :-R16

Strategic Management

Time: 3 Hours

(MBA)

Max Marks: 70

Answer ONE Question from each Unit

All Questions Carry Equal Marks

All parts of the question must be answered in one place only

UNIT - I

- Describe the levels of strategic planning & management in an organization. [7M]
 - Define strategic vision, mission and objectives. [7M]
- What is meant by strategic management? Describe the generic competitive strategies suggested by porter. [7M]
 - Discuss in detail about strategic leadership and explain value chain analysis. [7M]

UNIT - II

- Explain concept of SWOT analysis using a company of your choice. [7M]
 - Explain in detail about the purpose of business strategy. [7M]
- What are key success factors for a company? Compile key success factors using any company example. [7M]
 - What is a model of competitive rivalry and the levels of diversification. [7M]

UNIT - III

- Explain how vertical and horizontal integration strategies are used by companies. [7M]
 - What are the problems in achieving success and discuss about restructuring. [7M]
- Discuss in detail about value creating diversification. [7M]
 - Discuss about mergers and acquisitions strategies. [7M]

UNIT - IV

- Describe the different restructuring strategies available for a company. [7M]
 - Explain in detail strategic competitive outcomes and risk in an international environment. [7M]



8. (a) Explain in detail about the corporate level cooperative strategy. [7M]
(b) Define global strategy identifying international opportunities and international strategies. [7M]

UNIT – V

9. (a) Why is strategic control necessary? Explain the types of strategic control used by companies. [7M]
(b) Explain in detail about entrepreneur implication for strategy and international entrepreneurship. [7M]
10. (a) Describe the types of strategic evaluation implemented by companies. [7M]
(b) Discuss in detail about organizational structure and control. [7M]

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