

R15**Code No: 723AB****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, December - 2019****STRATEGIC MANAGEMENT****Time: 3 hours****Max.Marks:75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) Bring out the distinguishing features of strategic management. [5]
- b) Suppose you are the head of a garments making firm that has just started its operations in India. Discuss the process of strategic choice that you are most likely to follow. [5]
- c) "Horizontal integration eliminates or reduces competition". Comment. [5]
- d) If the benefits of globalization concern the expansion of operations across international borders, why is it necessary to consider a strong home base? [5]
- e) Point out the fundamental principle of Ethics. [5]

PART - B**5 × 10 Marks = 50**

- 2.a) Define MISSION statement with an example.
- b) Can the process of strategic management really be depicted in a given model or it is a prompt and dynamic process? Give reasons. [5+5]

OR

- 3.a) What is SWOT analysis?
- b) Suppose you are newly appointed CEO of retail major. How would you perform the internal analysis to identify the resources and capabilities of the firm? [5+5]

4. Conduct an industry analysis for the Indian automobile industry. [10]

OR

- 5.a) Explain about BCG Matrix.
- b) Do you think, BCG Matrix has limited application? Justify your answer. [5+5]

- 6.a) What is Corporate strategy?
- b) Discuss the concept of last resort strategies. Under what conditions can they be applied? [5+5]

OR

- 7.a) What is portfolio analysis?
- b) Explain in detail various growth strategies. [5+5]



- 8.a) What do you understand by Globalization?
b) Explain about various Global strategies. [5+5]
- OR**
9. Explain the possible approaches for strategic alliance and partnerships. [10]
- 10.a) Is it necessary for an organisation to be ethical? Give your viewpoint and justify.
b) "Visionary leadership inspires the impossible: fiction becomes truth". Substantiate. [5+5]
- OR**
- 11.a) "Strategic control is a type of steering control". Discuss.
b) Discuss the general approaches to strategic control. [5+5]

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