



Code: 14E00401

MBA IV Semester Supplementary Examinations May 2019

STRATEGIC MANAGEMENT

(For students admitted in 2014 (LC), 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

Answer the following: (05 X 10 = 50 Marks)

- 1 Write a brief note on the policies and factors that shape a company's strategy.
OR
- 2 Explain how to craft a strategy for competitive advantage in business world.
- 3 Explain how Porter's Five Force model useful for a company in this modern business competitive world.
OR
- 4 Briefly explain how the SWOT analysis and TOWS matrix are used in a newly budding organization.
- 5 Explain about retrenchment strategy and combination strategy used in an organization for profit maximization of a company.
OR
- 6 Explain how to formulate a new strategy at corporate world for capturing the market world.
- 7 What are the new innovative strategies to be implemented for the growth of an organization?
OR
- 8 Explain about the tailoring strategy to fit specific industry and company situations.
- 9 Briefly explain about the strategic information systems.
OR
- 10 Explain the strategy and corporate evaluation and feedback in the Indian and international context.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case study:**

Jio and BSNL have together added more than 1.08 crore new mobile phone customers, while rivals such as Vodafone, Idea, Bharti Airtel and Tata Teleservices lost more than 1.01 crore customers, according to the data released by telecom regulator in January 2019.

Question:

Do a SWOT analysis for BSNL and reliance Jio in Indian market and analyze the strategic approach of both companies in this regard.

