



Code: 9E00401

MBA IV Semester Regular & Supplementary Examinations July 2015

**STRATEGIC MANAGEMENT**

(For students admitted in 2011, 2012 and 2013 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions

All questions carry equal marks

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- 1 What is meant by concept of core competence? Explain its importance.
- 2 What is meant by industry and competitive analysis? What are the various methods in it?
- 3 Write short notes on the following terms:
  - (a) Porters five force model.
  - (b) Market life cycle model.
  - (c) Organization learning.
- 4 What are the various types of strategies at corporate? Explain by taking an example in the Indian context.
- 5 Explain how leadership will influence its strategies in an organization. Explain with an example.
- 6 Explain various types of strategies for mergers and acquisitions.
- 7 What is meant by diversification strategy? Explain its types.
- 8 What is meant by strategic information system? Explain its objectives and importance.

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