

Code: 14E00401

MBA IV Semester Regular & Supplementary Examinations May 2017

STRATEGIC MANAGEMENT

(For students admitted in 2014 & 2015 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 What are the factors that shape a company's strategy? Explain
- OR**
- 2 How to develop and implement a strategic vision by an organization in this globally competitive world?
- 3 Explain Michael Porter's five forces model for analyzing industries and competitors along with three generic strategies.
- OR**
- 4 Elaborate the process of strategy formulation through SWOT analysis and TOWS matrix. Explain with suitable example.
- 5 Explain the information needed for proper formulation of strategy at corporate, business and functional levels.
- OR**
- 6 What are some ways to implement a retrenchment strategy without creating a lot of resentment and conflict with labor unions?
- 7 What do you mean by strategy formulation and explain the process of implementation and control in business marketing?
- OR**
- 8 Broadly explain the planning systems for strategy implementation.
- 9 Critically evaluate the role of corporate strategist in business world.
- OR**
- 10 Compare 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:**
CII partnership summit 2017 in Visakhapatnam

A range of global, regional and domestic factors have created new challenges and opportunities to global trade and growth. Recovery of advanced economies continue to be modest. Growth prospects of emerging economies too remain weak; the slowdown in China and lower commodity prices are affecting economic and trade growth. The 1991 LPG policy which has its foundational importance has boosted up our economy as a whole. With over 23 years of active engagement and collaboration of India with the rest of the world, the partnership summit from the very onset provides a platform to stimulate the discussions among all stakeholders, the political and institutional circles on the best strategies and policies to help countries overcome the obstacles to improve competitiveness.

Contd. in page 2

Code: 14E00401

Moreover, rise of regional and global value chains (RVCs/GVCs), regional and mega regional trade blocks, multilateral banks and unmatched popularity and widespread acceptance of the UN sustainable development goals (SDGs) are providing new opportunities.

Against this backdrop, the confederation of Indian industry (CII) in partnership with the department of industrial policy and promotion, ministry of commerce and industry and state government of Andhra Pradesh is organized the 23rd edition of the partnership summit from 27-28 January 2017 in Visakhapatnam, Andhra Pradesh.

This summit aims to build ideologies based on shared dreams that bind societies together in this knowledge driven world. The summit has established itself as an ideal ground for business networking and sharing of societal concerns where corporate seeks a collective view beyond bottom lines.

The partnership summit has regularly featured heads of states and governments, ministers, senior bureaucrats, academicians and thought leaders from all over the world leading to various MOUs and flow of investment and thus adding to the growth of economy of a nation.

Questions:

- (a) Critically comment partnership summits as a mere advertising platform for various companies laid by the government rather than investments.
- (b) If you were a managing director of a company, how could you strategically plan on getting investments and MOUs using the CII partnership summit as a platform?
- (c) Analyze the concept of partnership for growth and development for India in international business in 21st century.

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