

Code No. 5068

**FACULTY OF MANAGEMENT**  
**M.B.A. IV-Semester Examination, April / May 2014**

**Subject : Strategic Management**  
**Course No. 4.1**

Time : 3 Hours

Max. Marks: 80

**Note: Answer all questions.**

**PART – A** (10 x 2 = 20 Marks)

1 Write short notes on the following:

- |                           |                             |
|---------------------------|-----------------------------|
| (a) Mission               | (b) Strategic planning      |
| (c) Political environment | (d) Industry analysis       |
| (e) Strategy formulation  | (f) Vision                  |
| (g) Entry barriers        | (h) Merger and acquisitions |
| (i) Value chain           | (j) Strategic leadership    |

**PART – B** (5 x 12 = 60 Marks)

2 (a) Explain the process and need for strategic management.

**OR**

(b) What are the key areas in developing strategy? Explain the benefits of strategic management.

3 (a) What is general environment? Explain how to use economic factors in determining opportunities and threats?

**OR**

(b) What is competitor analysis? Explain Porter's five-force model.

4 (a) Explain generic strategies in detail.

**OR**

(b) Discuss industry life cycle stages.

5 (a) What is merger? Explain the circumstances under which the mergers are appropriate.

**OR**

(b) Explain various activities of outsourcing and benefits of outsourcing.

6 (a) What is leadership? Explain different kinds of leadership that are appropriate for various strategies.

**OR**

(b) What is corporate culture? Discuss how culture influences the strategy implementation?

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