

FACULTY OF MANAGEMENT

M.B.A. IV-Semester Examination, April 2015

Subject: Strategic Management

Course No : 4.1

Time : 3 Hours

Max. Marks: 80

Part – A (10x2=20 Marks)

- 1 Write short notes on the following.
- (a) Define strategic management
 - (b) Define vision statement with two examples
 - (c) Core competencies
 - (d) Draw SWOT analysis chart
 - (e) Proceed and caution strategy
 - (f) Liquidation strategy
 - (g) Joint ventures
 - (h) Horizontal Integration
 - (i) Corporate governance
 - (j) Strategy surveillance

Part – B (5x12=60 Marks)

Answer all the questions.

- 2 (a) Discuss in detail the process, characteristics and benefits of mission statement.
OR
(b) Explain the approaches available in developing objectives with merits and demerits.
- 3 (a) Explain Porter's five forces model with an example.
OR
(b) Discuss in detail the building blocks of competitive advantage.
- 4 (a) "Generic strategies have benefits and pitfalls". Discuss.
OR
(b) "Environmental appraisal is a critical process". Discuss.
- 5 (a) Define outsourcing. Explain the growth and drivers of outsourcing.
OR
(b) Discuss in detail the steps involved in merger.
- 6 (a) "Resource allocation is the prime issue in strategy implementation". Discuss the tools available for resource allocation.
OR
(b) "Leadership implementation has impact on strategy execution". Discuss in detail.
