

FACULTY OF MANAGEMENT**M.B.A. IV-Semester Examination, May / June 2016****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) How to develop a strategic vision?
 - (b) What is meant by strategic positions?
 - (c) What are the components in external environment?
 - (d) What is meant by core competency?
 - (e) What is value chain analysis?
 - (f) State steps in strategy formulation.
 - (g) What is competitive advantage?
 - (h) What is Related diversification?
 - (i) State objectives of mergers and acquisitions.
 - (j) What is strategic control?

Part – B (5x12=60 Marks)Answer **all** the questions.

- 2 (a) Discuss the significance and applicability of Strategic Management System in a global era.

OR

- (b) Examine the inter relationship between strategic choices and strategic position.

- 3 (a) Describe the methodology for creating the environmentally aware organization.

OR

- (b) Discuss the relevance of Porter's Five Forces Model.

- 4 (a) Examine the pros and cons of generic strategies.

OR

- (b) Describe various strategies in different stages of industry life cycle with examples.

- 5 (a) Discuss the problems and prospects of diversification strategies.

OR

- (b) Examine the recent trends in mergers and acquisition strategies.

- 6 (a) Discuss the need for and applicability of corporate governance in Indian environment.

OR

- (b) Examine the relationship between
 - (i) organization structure and
 - (ii) corporate strategy and control
