

FACULTY OF MANAGEMENT

MBA IV – Semester Examination, May 2017

Subject: Strategic Management

Course No. 4.1

Time: 3 Hours

Max. Marks: 80

Note: Answer all the questions.

PART – A (10x2 = 20 Marks)
[Short Answer Type]

1 Write short notes on the following:

- a) What is strategic management?
- b) What is Mission Statement?
- c) What is strategic position?
- d) What are the elements in competitor analysis?
- e) What is meant by strategic capability?
- f) What are the stages in industry life cycle?
- g) Draw SWOT analysis chart.
- h) What is corporate governance?
- i) State the objectives of M & A.
- j) What is meant by social responsibility?

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

- 2 a) Explain the managerial process of crafting and executing strategies in a competitive world.
OR
b) Discuss a model of elements in strategic management system.
- 3 a) Discuss various influencing factors for creation of a strategic business entity.
OR
b) Discuss the significance and limitations of value chain analysis.
- 4 a) Explain the issues relating to strategy formulation.
OR
b) Describe relevant strategies for industry leaders.
- 5 a) Discuss the inter-relationship between corporate level strategy and international strategy.
OR
b) Examine the merits and limitations of outsourcing system of a corporate entity.
- 6 a) Discuss the problems involved in strategic implementation.
OR
b) Explain the role of leadership in strategic management.
