

Code No. 4564

**FACULTY OF MANAGEMENT****M.B.A. IV – Semester (CBCS) Examination, May / June 2018****Subject: Strategic Management****Paper – MB – 401****Time: 3 Hours****Max.Marks: 80****Note: Answer all the questions from Part-A and Part-B.****Each question carries 4 marks in Part-A and 12 marks in Part-B.****PART – A (5x4 = 20 Marks)****[Short Answer Type]**

- 1 What are the objectives of strategic management?
- 2 State the key drivers for a change
- 3 State the stages in industry life cycle
- 4 What are the benefits from outsourcing strategies?
- 5 Distinguish between social and ethical responsibilities.

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

- 6 a) Discuss the process and tasks of strategic management in a corporate entity.  
**OR**  
b) Explain the pre-requisites for developing a strategic model and its implementation.
- 7 a) Describe the external and internal environmental analysis for the creation of a good strategy.  
**OR**  
b) Discuss the essential elements in SWOT analysis and value chain analysis.
- 8 a) Explain the basic steps in strategy formulation.  
**OR**  
b) Describe a suitable strategy for business leaders and followers.
- 9 a) Explain the reasons for development of alternative strategies in a competitive business environment.  
**OR**  
b) Discuss the advantages and limitations in mergers and acquisitions.
- 10 a) State the vital issues in strategies evaluation and controls.  
**OR**  
b) Explain the policies for SMART governance.

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