

R05

Code No: MB431

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA - IV Semester Examinations January 2011

STRATEGIC MANAGEMENT

Time: 3hours

Max. Marks: 60

Answer any five questions

All questions carry equal marks

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1. Define Vision, Mission and Objectives. Explain their differences within an organization.
2. Explain the strategies used in Environmental scanning. What is the difference between the external and internal environment? Explain the methods of evaluating the companies resources and competitive capabilities.
3. Explain Porters' five forces model. Explain how it can be used for defining the strategy of an organization.
4. How do you formulate strategy at corporate, business and functional levels in an organization? Illustrate.
5. Write short notes on any **TWO**:
 - a. Strategy and structure
 - b. Strategy and leadership
 - c. Strategy and cultural connection.
6. What are the problems of turnaround strategy? How are they overcome?
7.
 - a. Explain different types of diversification strategies.
 - b. What is Core Competence?
8. Explain the process of evaluating Strategy.
