

R07

Code No: 41

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA-IV Semester Regular Examinations July /August 2010

STRATEGIC MANAGEMENT

Time: 3hours

Max.Marks:60

**Answer any Five questions
All questions carry equal Marks**

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1. Describe the three levels of strategic planning.
2. Discuss various factors influencing different types of buyers in the market.
3. Explain McKinsey 7-S Framework of strategic analysis.
4. Explain the working of TOWS matrix.
5. Explain the various elements of strategy implementation.
6. What are the guidelines for effective mergers?
7. Analyse the nature of various types of diversification strategies.
8. What are the limitations of strategic audit? Can they be overcome?

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