

R07

Code No: MB401

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 significance in strategy formulation.
2. Explain the factors affecting the business environment. How they will affect the strategy formulation.
3. Explain strategic analysis and strategic choice. Explain porters five force model.
4. Explain formulation of strategy at corporate, business and functional levels.
5. Write short notes on any **TWO**
 - a. Strategy and structure
 - b. Strategy and leadership
 - c. Strategy and cultural connection.
6. Explain Merger as a Strategy. Explain types of Merger, Merger Process and Advantages of Merger.
7. Explain the relationship between diversification and core competence. Explain whether diversification and core competence go hand in hand.
8. Explain the process of evaluation and control. How to establish strategic control and set standards?

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