

R09

Code No: E5304

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA - III 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. Describe the strategic decision taken by a global firm with which you are familiar over the last five years.
2. Explain the difference between related and unrelated diversification.
3. Define the terms mergers and acquisitions. Explain its models.
4. Discuss about porters five forces frame work.
5. What is strategic surveillance? Guidelines for strategic control in the organization.
6. Explain strategic leadership, its relation with strategy and culture.
7. Define diversification. The reasons why firm diversify.
8. Define corporate evaluation and its impact in the Indian and international context.
