

CODE NO: R7-41/MBA

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA-IV Semester Supplementary Examinations February -2010

STRATEGIC MANAGEMENT

Time:3hours

Max.Marks:60

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

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1. Discuss strategic management as a process.
2. How do you evaluate company resources and competitive capabilities? Illustrate.
3. Explain Porter's Five Force Model with appropriate examples.
4. How do you formulate corporate strategy at corporate, business and functional levels? Explain and illustrate.
5. Explain and illustrate for competing in globalizing markets in an internet economy.
6. Explain strategies for turnaround. Take a company of your choice and explain how turnaround strategy helped to show better results.
7. Why do firms diversify? Explain different types of diversification. Illustrate.
8. What is strategic control? Give examples. How do you establish strategic controls in a manufacturing company?