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M.B.A.
(SEM III) ODD SEMESTER EXAMINATION 2015-16
STRATEGIC MANAGEMENT

[Time: 3 hrs.]

[Max. Marks: 100]

Note- Attempt All Questions. All Questions carry equal marks:-

Q.1. Short Notes on any four of the following in about 250 words: (5x4=20)

- a) Corporate restructuring
- b) Strategic Budget & Strategic Audit
- c) OCP
- d) SWOT matrix
- e) Business Policy
- f) Mergers & Acquisitions

Q.2. Attempt any two of the following questions. (10x2=20)

- a) A good Strategy without effective implementation has a lower probability of success than if implementation decisions match strategic choice. Discuss.
- b) Many businesses neglect industry analysis. When does it hurt them? When does it not?
- c) The internet has demolished all strategic advantages and has created a level playing field even for semi organizations. Discuss

Q.3. Attempt any two of the following questions. (10x2=20)

- a) Explain the concept of Corporate Parenting. How does the rationale of corporate parents help in balancing portfolios in a multi business firm?
- b) Discuss the internal and external environmental analysis for strategy formulation for any organization of your choice. Use the important variables with your own view point, also prepare an ETOP.
- c) Discuss the BCG matrix and GE 9 cell matrix with appropriate examples.

Q.4. Attempt any two of the following questions. (10x2=20)

- a) "Structure follows strategy." Discuss strategic implementation through structure, values and ideologies with the help of Mckinsey's 7 S framework.
- b) Analyze the Grand Strategy Theory with special reference to stability, combination, diversification and liquidation with the help of an application from industry.
- c) Now a days globalization has been replaced by glocalization. Do you agree?

Q.5. Attempt any two of the following questions. (10x2 =20)

- a) Define mission. What are the possible pitfalls in not having a vision for an organization?
- b) Porter's Diamond Model
- c) Value-chain approach

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