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Paper Code: MBA-032

MBA
THIRD SEMESTER EXAMINATION, 2016-17
STRATEGIC MANAGEMENT

[TIME: 3 hrs]

[Max. Marks: 100]

1. Attempt any *four* of the following: -

(5x4=20)

- (a) Define **Strategy**, illustrate with appropriate examples.
- (b) Define **Mission** of a company, explain with real life example.
- (c) What is **Organizational Capability Profile**, illustrate with examples.
- (d) Define **Objectives** with respect to Company Strategy, explain with real life example.
- (e) What is **Vision** of a company, explain with real life example.
- (f) Define **Goals** with respect to Company Strategy, explain with real life example.

2. Attempt any *four* of the following: -

(5x4=20)

- (a) Define **Tactics** with respect to Company Strategy, explain suitable with real life example.
- (b) What are **Strategic Information Systems**; explain with suitable real life example.
- (c) Define **Mergers**; with respect to Strategic Management, explain with real life example.
- (d) Explain the significance of **TOWS Matrix** in Strategic Management; support your answer with suitable real life example.
- (e) What are **Strategic Alliances**; explain with real life example.
- (f) Define **Acquisitions**; with respect to Strategic Management, explain with real life example.

3. Attempt any *two* of the following: -

(10x2=20)

- (a) Write short note on **BCG matrix**, explain with suitable example.
- (b) Write a brief on **SWOT**, explain with suitable example.
- (c) Write a short note on **Porters 5 Forces Model**.

4. Attempt any *two* of the following: -

(10x2=20)

- (a) Illustrate with diagram stages of **Organization Life Cycle**.
- (b) Write short note on **Porters Diamond Model**.
- (c) Illustrate with diagram **GE 9 Cell Model**.

5. Attempt any *two* of the following: -

(10x2=20)

- (a) Enlist ten significant factors that will impact the **Value Chain Strategy** of Real Estate Industry in India in the aftermath of the 2016 Demonetization Drive.
- (b) Write a short note on **Mc Kinsey's 7S Model**.
- (c) In lieu of the rise of Anti-globalization sentiment in Europe and the USA; enlist ten steps that Companies may take in order to minimize the impact of the same on their respective **Strategic Budget**.