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MBA
(SEM III) THEORY EXAMINATION 2021-22
STRATEGIC MANAGEMENT

Time: 3 Hours**Total Marks: 100****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

- 1. Attempt all questions in brief. 2 x 10 = 20**
- a. Discuss importance of strategic management.
 - b. Discuss the three levels at which strategy operates.
 - c. Explain the External Factor Evaluation matrix (EFE).
 - d. Explain Resource Based View(RBV)
 - e. Difference between joint venture and strategic alliance.
 - f. What is digitalization strategy?
 - g. Explain about Business Level Strategy
 - h. Discuss the impact of leadership on corporate culture.
 - i. What is the meaning of organizational system?
 - j. Illustrate importance of strategy evaluation & control.

SECTION B

- 2. Attempt any three of the following: 10 x 3 = 30**
- a. What is the process of Strategic Management and the levels at which strategy operates?
 - b. What is SWOT analysis? Explain the components of SWOT analysis.
 - c. "Joint Ventures are emerging as the best tool for reaching new markets" - Comment.
 - d. Explain the concept of Mc Kinsey 7 S framework with example of any company.
 - e. Mr. Singh is a very successful businessman. Recently, his business is witnessing a downward trend. What strategic alternatives are available to him and what process should he follow to choose the best alternative?

SECTION C

- 3. Attempt any one part of the following: 10 x 1 = 10**
- (a) What is the Strategic Management? Is the Strategic Management relevant in the backdrop of the uncertainties and turbulence in business market?
 - (b) What are the different modes of Strategic decision-making and explain the process of strategic decision-making?
- 4. Attempt any one part of the following: 10 x 1 = 10**
- (a) What do you mean by environmental analysis? Discuss the role it plays in strategy formulation.
 - (b) Explain how value chain analysis could help in organizational analysis.
- 5. Attempt any one part of the following: 10 x 1 = 10**
- (a) Provide reasons as to why this corporate level strategy is adopted: (i) Stability (ii) Expansion (iii) Retrenchment (iv) Combination.
 - (b) Discuss the importance of differentiation strategy in the present competitive environment. Explain taking into consideration its advantages and disadvantages.
- 6. Attempt any one part of the following: 10 x 1 = 10**
- (a) Explain the BCG Matrix with suitable example of a company.
 - (b) Illustrate the tools and techniques of strategic analysis with examples.
- 7. Attempt any one part of the following: 10 x 1 = 10**
- (a) Discuss the process of strategic evaluation and control in details.
 - (b) What are important barriers to strategic evaluation and control?