



\* 7 0 3 0 / 1 0 2 0 0 \*

Printed Pages : 3

MBA-312

(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 7030**

Roll No.

--	--	--	--	--	--	--	--	--	--

**M.B.A.**

**(SEM. III) EXAMINATION, 2008-09**

**STRATEGIC MANAGEMENT**

*Time : 3 Hours]*

*[Total Marks : 100*

**Note :** (1) *Attempt all questions.*

(2) *All questions carry marks as mentioned.*

(3) *Be precise in your answer.*

1 (a) Define Strategic Management. Differentiate between Strategic Management and Business Policy. 10

(b) What makes a decision a strategic decision ? 10  
Discuss the concept with the help of a suitable corporate example.

**OR**

1 (a) Analyse the impact of Information Technology and the Internet on various strategies of MNC's. 10

(b) Discuss the internal and external environmental analysis for strategy formulation of an Indian Motor Cycle manufacturer. Use the important variables with your own view points. 10





- 2 Analyse the Grand Strategy Theory with specific reference to stability, combination, diversification and liquidation with help of an application from industry in different stages of an economic business cycle. 20

OR

- 2 What is strategic audit ? How is it conducted in a firm ? Give relevant corporate application. 20

- 3 (a) Conceptualize the resource based approach of value chain analysis. Illustrate along with a relevant corporate application. 10

- (b) What do you understand by ETOP ? Explain the concept with the help of corporate example. 10

OR

- 3 (a) What are the diverse strategies for organizational growth and diversification ? Why is diversification considered as the best strategy ? 10

- (b) What do you understand by strategic control ? What are the types of strategic control used by an MNC ? 10

- 4 Define Core Competance Theory (C. K. Prahalad and Gary Hammel, 1993). What are the unique variables for an MNC's core competence ? Present suitable corporate examples. 20

OR

- 4 "Structure follows strategy." Discuss strategic implementation through structure, values and ideologies with the help of McKinsey's 7-S Framework. 20

- 5 (a) Discuss the implication of globalization and e-commerce on strategic management. Give relevant corporate examples. 10

- (b) Conceptualize innovations and new product development in developing competitive strategies in a Surreptitive Business Environment. 10

OR

- 5 (a) What are the strategic problems confronting small organizations ? Provide relevant problem solving steps for inclusive organic growth in these organizations. 10

- (b) What is a Learning Organization ? Explain its salient features and relevance in the competitive Economic Business Environment in the MNC's. 10

