

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

PAPER ID : 270401

Roll No.

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## MBA

(SEM. IV) THEORY EXAMINATION 2013-14

### STRATEGIC MANAGEMENT

Time : 3 Hours

Total Marks : 100

Note :— Attempt all questions. The figures on the right indicate marks.

#### SECTION-A

1. Answer all parts of this question in 50-75 words each. All parts carry equal marks : (10×2=20)

- (a) What is Strategic Intent ?
- (b) What is Corporate Restructuring ?
- (c) Differentiate between forward and backward integration.
- (d) Define Strategy.
- (e) What is Corporate Governance ?
- (f) Define Stability Strategies.
- (g) What is Corporate Culture ?
- (h) What is Divestment ?
- (i) Strategies for competing in global markets.
- (j) What are the functions organisational capability ?

### SECTION-B

2. Attempt any **three** parts of the following in 100-200 words each : **(3×10=30)**
- (a) Discuss how Porter's model of generic strategies can be used by a business organisation to generate strategies.
  - (b) Explain and discuss Value Chain Concept. How does it help an organisation in taking outsourcing decisions?
  - (c) What do you mean by strategic decision making? List the dimensions of a strategic decision.
  - (d) What are corporate level strategies and their classifications?
  - (e) Explain Ansoff's matrix in detail.

### SECTION-C

Answer all of the questions in 300-500 words : **(5×10=50)**

3. Explain resource based view and their classification.

**OR**

Explain Boston Consulting Group in detail.

4. Identify five competitive forces in the environment of a firm and discuss threat posed to the firm by each of these forces.

**OR**

Discuss growth strategies in detail.

5. Describe different forms of diversification and give an example of each.

**OR**

Prepare Functional Area Profile and Strategic Advantage Profile for a firm operating in a tough, competitive environment.

6. What is Mergers and Acquisition? Discuss their types in detail.

**OR**

How are the methods of financial analysis and key factor rating used in internal analysis?

7. Write short notes on any **two** of the following :

- (i) McKinsey 7S Framework
- (ii) Strategic and Operational Control
- (iii) Procedure of Strategic Management
- (iv) Strategy Evaluation.