Printed Pages: 02 **Sub Code: RMB301**

Paper Id: 270301 **Roll No.** | | | | | | | | | | |

MBA

(SEM III) THEORY EXAMINATION 2018-19

STRATEGIC MANAGEMENT

Time: 3 Hours ***Total Marks: 70***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14

a. Define SWOT analysis.
b. Define the concept of corporate restructuring
c. What is the basic difference between strategy and tactic?
d. Give the basic difference between strategic control and operational control.
e. What are the various aspects of strategy decision making.
f. Elaborate on strategic management
g. What is strategic audit?

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21

a. Define and differentiate between strategic management and Business Policy.
b. What structural consideration must be incorporated into strategy implementation?
c. Discuss strategic implementation through structure, values and ideologies with the help of McKinsey's 7- S framework.
d. What are diversification strategies? Under what circumstances an organization needs to adopt this strategy?
e. Explain the impact of information technology and the internet on various strategies of MNCs.

SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7

(a) How will you identify priority environmental factors for analysis? What are the variables that affect the choice of these factors?
(b) Explain Five Forces Porter model of strategy formulation

4. Attempt any *one* part of the following: 7 x 1 = 7

(a) Explain and discuss Value Chain Concept. How does it help an organization in taking outsourcing decisions?
(b) "Strategic Choice is made in the context of decision situation as well as decision maker." Explain this and show how various objective and subjective factors affect strategic choice.

5. Attempt any *one* part of the following: 7 x 1 = 7

(a) What are the salient features of BCG Matrix? Explain its implications.
(b) What are the corporate level strategies and their classification? Explain.

6. Attempt any *one* part of the following: 7 x 1 = 7

(a) What is Mergers and Acquisition? Discuss their types in detail.

(b) What do you mean by Resource Based View (RBW) Analysis? Explain its methods & techniques with suitable examples.

7. Attempt any *one* part of the following: 7 x 1 = 7

(a) Explain the following –

(i) PESTLE Analysis

(ii) Ethics and Social Responsibility in Strategy Implantation.

(b) Explain Joint Ventures. What are the various strategies issues involved in joint venture decisions?