PAPER ID-311044

Subject Code: RMB301

Roll No: | | | | | | | | | | | | | |

MBA
(SEM III) THEORY EXAMINATION 2020-21
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 strategy.
b.	What is a joint venture? Name three famous joint ventures of Indian companies
c.	Differentiate between Mission and Vision of a company.
d.	Distinguish between concentric and conglomerate merger**.**
e.	What is strategic control?
f.	What is external and internal environment of a company?
g.	Describe the process of strategic audit in brief

SECTION B

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

a.	Explain the various phases of strategy formulation with an illustration.
b.	Discuss the porter's five force model of industry analysis with suitable illustration.
c.	Take any industry of your choice. Appraise its environment by conducting a SWOT analysis.
d.	In the light of BCG matrix, state the situation under which the following strategic options are suitable: i. Build ii. Hold iii. Harvest iv. Divest
e.	Give a detailed account on new strategies adopted by Indian organizations in the internet economy.

SECTION C

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

(a)	**"**Strategy remains the same for all; it is its implementation that makes all the difference". In light of the above statement, explain the nature and characteristics of Strategic Management.
(b)	Distinguish between Vision, Mission and Objectives.

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

(a)	Take any industry of your choice. Appraise its environment by conducting a SWOT analysis.
(b)	"In essence, strategy determines what the nature of a business is or will be and further it determines how the enterprise will reach at that state." Justify the statement.

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

(a)	Explain the Value Chain analysis model with example.
(b)	Discuss the advantages and limitation of growth strategies with example.

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

(a)	GE-McKinsey 9 cell framework is more comprehensive in approach than BCG matrix. Elucidate with example.
(b)	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?

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

(a)	Discuss the process of strategic evaluation and control in details.
(b)	Give a detailed account on various human resources activities that contribute to the effective strategy implementation.