PAPER ID-411244

Subject Code: KMBA301

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

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?

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