Subject Code: KMBN301

PAPER ID-311356

Roll No:

MBA
(SEM III) THEORY EXAMINATION 2023-24
STRATEGIC MANAGEMENT

TIME: 3HRS **M.MARKS: 100**

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

SECTION A

1. Attempt *all* questions in brief.

Q no.	Question	Marks	CO
a.	Explain briefly characteristics of strategic management.	2	1
b.	What do you understand about corporate social responsibility?	2	1
c.	Explain the building block of competitive advantage.	2	2
d.	Discuss VRIO framework.	2	2
e.	Differentiate Horizontal Integration and Vertical Integration.	2	3
f.	Explain the outsourcing & off-shoring sourcing decisions.	2	3
g.	Discuss Mc Kinsey's 7 S frameworks.	2	4
h.	Evaluate different types of Organisation Structure.	2	4
i.	Explain Enterprise Risk Management.	2	5
j.	Illustrate 4 types of Bench marking.	2	5

SECTION B

2. Attempt any *three* of the following:

a.	Discuss the important steps involved in strategic management process.	10	1
b.	Draft a model of value chain analysis with the example of any company.	10	2
c.	Describe the retrenchment strategies and the circumstances under which each is implemented.	10	3
d.	Explain the GE Nine Cell matrix with example.	10	4
e.	Discuss the process of strategic implementation and control.	10	5

SECTION C

3. Attempt any *one* part of the following:

a.	What is Corporate Governance? How can corporate governance foster ethical decisions and behavior in business?	10	1
b.	Explain the concept and model of strategic management.	10	1

4. Attempt any *one* part of the following:

a.	Discuss the porter's five force model of industry analysis with suitable illustration.	10	2
b.	Explain environmental analysis. Discuss the components of a company's external environment with example.	10	2

5. Attempt any *one* part of the following:

a.	Discuss any four growth strategies of an organization to increase their profits.	10	3
b.	Elaborate on the competitive strategies, emphasizing cost leadership, differentiation, and focus.	10	3

6. Attempt any *one* part of the following:

a.	Describe the BCG matrix, providing an example of its application in a company of your choice.	10	4
b.	Elaborate the Ansoff matrix also discusses the circumstances under which companies should utilize the matrix.	10	4

7. Attempt any *one* part of the following:

a.	Define the balanced scorecard and elucidate its necessity.	10	5
b.	Elaborate on the concept of responsibility accounting, including its various types and characteristics.	10	5

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