

MBA
(SEM III) THEORY EXAMINATION 2022-23
STRATEGIC MANAGEMENT

Time: 3 Hours**Total Marks: 100****Note:** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A**

- 1. Attempt all questions in brief. 2 x 10 = 20**
- a. Define Vision and Mission
 - b. What do you mean by Strategy?
 - c. Define EFE matrix
 - d. Elaborate Value Chain Analysis
 - e. What is Joint Venture?
 - f. Define Digitalization Strategies
 - g. What is BCG Matrix?
 - h. What do you mean by Values?
 - i. Define Benchmarking.
 - j. What is control?

SECTION B

- 2. Attempt any three of the following: 10 x 3 = 30**
- a. Examine the significance of mission statement and goals and objectives in giving strategic direction to a firm.
 - b. What is internal resource analysis? How does it help in strategy formulation?
 - c. Explain the concept of Horizontal & Vertical, Diversification.
 - d. Explain McKinsey's 7'S framework.
 - e. Discuss portfolio analysis as a tool of evaluating strategic alternatives. How does it help in arriving at strategic choices?

SECTION C

- 3. Attempt any one part of the following: 10 x 1 = 10**
- a. "Strategic Management cannot be a rigid, step-wise collection of few activities arranged in a sequential order". Discuss.
 - b. Define and differentiate between strategic management and Business Policy.
- 4. Attempt any one part of the following: 10 x 1 = 10**
- a. "Strategic Management cannot be a rigid, step-wise collection of few activities arranged in a sequential order". Discuss.
 - b. What do you mean by Resource Based View (RBW) Analysis? Explain its methods & techniques with suitable examples.
- 5. Attempt any one part of the following: 10 x 1 = 10**
- a. What's the significance of SWOT analysis of an organization?
 - b. What do you understand by strategic alliances? Why are strategic alliances necessary?
- 6. Attempt any one part of the following: 10 x 1 = 10**
- a. Discuss strategic implementation through structure, values and ideologies with the help of McKinsey's 7- S framework.
 - b. Write the short notes on the following –
 - (i) Leadership and corporate culture
 - (ii) Ansoff Grid
- 7. Attempt any one part of the following: 10 x 1 = 10**
- a. Why strategic implementation is very complex and difficult?
 - b. How do organizations go for strategic evaluation? Why strategic control is important?