

Code: 9E00401

MBA IV Semester Regular & Supplementary Examinations September/October 2014

STRATEGIC MANAGEMENT

(For students admitted in 2010, 2011 and 2012 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions

All questions carry equal marks

- 1 (a) What is strategy?
(b) Discuss the nature and significance of strategic management.
(c) What are the factors responsible for an effective strategy?
- 2 (a) What do you mean by core competence?
(b) Discuss the process of preparing a strategy for competitive advantage using core competence.
- 3 (a) What is strategic analysis?
(b) Mention tools and techniques of strategy.
(c) Explain the chief properties of BCG matrix.
- 4 (a) Explain the significance of strategy formulation.
(b) Discuss the steps in implementation of strategy.
(c) What are the differences between strategy formulation and its implementation?
- 5 (a) What is strategic leadership?
(b) Explain the precautions to be taken in resource allocation under strategic management.
- 6 (a) What is a merger?
(b) Distinguish between mergers and acquisitions.
(c) What are the strategies for mergers and acquisitions?
- 7 (a) What is a diversification strategy?
(b) List out the types of diversification strategies.
(c) Compare and contrast vertical integration and conglomerate diversification strategies.
- 8 (a) Define strategic control.
(b) Explain the guidelines for effective strategic control.
(c) What are the functions under strategic surveillance?
