



PAPER ID-311356

Printed Page: 1 of 1  
Subject Code: KMBN301

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? <a href="https://www.aktuonline.com">https://www.aktuonline.com</a>	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