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(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 7030**

Roll No. 

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**M.B.A.**

**(SEM. III) EXAMINATION, 2008-09  
STRATEGIC MANAGEMENT**

*Time : 3 Hours]*

*[Total Marks : 100*

- Note :**
- (1) Attempt all questions.*
  - (2) All questions carry marks as mentioned.*
  - (3) Be precise in your answer.*

- 1**
- (a)** Define Strategic Management. Differentiate between Strategic Management and Business Policy. **10**
  - (b)** What makes a decision a strategic decision ? Discuss the concept with the help of a suitable corporate example. **10**

**OR**

- 1**
- (a)** Analyse the impact of Information Technology and the Internet on various strategies of MNC's. **10**
  - (b)** Discuss the internal and external environmental analysis for strategy formulation of an Indian Motor Cycle manufacturer. Use the important variables with your own view points. **10**



2 Analyse the Grand Strategy Theory with specific reference to stability, combination, diversification and liquidation with help of an application from industry in different stages of an economic business cycle. 20

**OR**

2 What is strategic audit ? How is it conducted in a firm ? Give relevant corporate application. 20

3 (a) Conceptualize the resource based approach of value chain analysis. Illustrate along with a relevant corporate application. 10

(b) What do you understand by ETOP ? Explain the concept with the help of corporate example. 10

**OR**

3 (a) What are the diverse strategies for organizational growth and diversification ? Why is diversification considered as the best strategy ? 10

(b) What do you understand by strategic control ? What are the types of strategic control used by an MNC ? 10

4 Define Core Competance Theory (C. K. Prahalad and Gary Hammel, 1993). What are the unique variables for an MNC's core competence ? Present suitable corporate examples. 20

**OR**

4 "Structure follows strategy." Discuss strategic implementation through structure, values and ideologies with the help of McKinsey's 7-S Framework. 20

5 (a) Discuss the implication of globalization and e-commerce on strategic management. Give relevant corporate examples. 10

(b) Conceptualize innovations and new product development in developing competitive strategies in a Surreptitive Business Environment. 10

**OR**

5 (a) What are the strategic problems confronting small organizations ? Provide relevant problem solving steps for inclusive organic growth in these organizations. 10

(b) What is a Learning Organization ? Explain its salient features and relevance in the competitive Economic Business Environment in the MNC's. 10

