

(SEM-IV) THEORY EXAMINATION 2018-19  
STRATEGIC MANAGEMENT

Time: 3 Hours

Total Marks: 100

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

## SECTION A

1. Attempt all questions in brief. 2 x 10 = 20
- Why Corporate Strategy is so important?
  - Differentiate between vision and mission.
  - Explain concept of environmental scanning.
  - Define SWOT analysis.
  - What is critical success factor?
  - Define concept of strategic alliance.
  - What are the 5 Ps of a strategy?
  - Draw diagram of TOWS Matrix.
  - Describe combination strategy.
  - Explain Porters Diamond Model.

## SECTION B

2. Attempt any three of the following: 10x3=30
- Describe the strategic management process with suitable corporate recent examples
  - Discuss the porter's five force model of industry analysis with suitable illustration.
  - Outline the typical characteristics of a mission statement and list its components. Write mission statement of any two corporate.
  - What are the various external and internal environmental factor affect the business strategy? Discuss their relative importance.
  - Explain the different types of organizational structures and state their merits and demerits for strategic management.

## SECTION C

3. Attempt any one part of the following: 10x1=10
- What PESTEL means to you? Which of the external factors are controllable? Why?
  - Explain the significance of a strategy. What are the different levels of strategy making?
4. Attempt any one part of the following: 10x1=10
- What is Strategic business unit and what type of leadership is required?
  - Identify the major changes in Indian business environment impacting domestic and foreign business.
5. Attempt any one part of the following: 10x1=10
- Explain retrenchment strategy? Do firms employ it along with valid reasons?
  - What is marketing strategy? How will you design a promotional strategy for a hospitality company?
6. Attempt any one part of the following: 10x1=10
- In what ways can a corporation's structure and culture be internal strengths or weaknesses?
  - What is diversification? Explain why it is followed with corporate examples.
7. Attempt any one part of the following: 10x1=10
- "Strategic alliances are cooperation arrangements between two or more companies for achieving a common objective". Explain
  - Outline the various functional strategies and examine their significance in the process of strategic management.