

**MBA (Integrated)**  
**(SEM-VII) THEORY EXAMINATION 2022-23**  
**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
- (a) Define Corporate Governance.
  - (b) What are the internal environmental factors?
  - (c) What are organisational resources?
  - (d) Draw a sketch of porter's five forces model .
  - (e) Discuss the concept of outsourcing.
  - (f) What is competitive advantage?
  - (g) What is SBU?
  - (h) Discuss the different types of organisation structures?
  - (i) Differentiate between strategic control and operational control.
  - (j) Discuss the Strategic Audit.

**SECTION B**

2. Attempt any *three* of the following: 10 x 3 = 30
- (a) Discuss meaning nature, scope, and importance of strategy.
  - (b) Define the term Strategic Management? Write process of strategic Management.
  - (c) What do you mean by growth strategies? Explain different types of growth strategies with suitable corporate examples.
  - (d) Critically comment on the use of corporate portfolio analysis for examining the objective factors involved in existing strategic choice.
  - (e) What do you understand by strategic evaluation and control? Why is Strategic Evaluation and Control important to an organization?

**SECTION C**

3. Attempt any *one* part of the following: 10 x 1 = 10
- (a) Discuss the importance of 'mission' statement in strategy formulation. Give examples of mission statements for the following organisation:
    - (i) An organisation providing internet and related telecommunication services.
    - (ii) A corporate hospital in private sector.
  - (b) What do you mean by Corporate Social Responsibility? Why is it important for business to act in a socially responsible manner?

4. **Attempt any one part of the following:** **10 x 1 = 10**
- (a) Discuss the PESTEL Analysis,
  - (b) Select any organization of your own choice. Identify the high priority environmental factors in relevant environment. Use this information to prepare a summary of SWOT for the organization.
5. **Attempt any one part of the following:** **10 x 1 = 10**
- (a) What are the various levels of the strategy? Are there any interrelation between them? Explain
  - (b) How can companies pursuing cost leadership and differentiation strategies lose their place on the value frontier? In what way they can regain their competitive advantage.
6. **Attempt any one part of the following:** **10 x 1 = 10**
- (a) "Structure follows strategy" Critically examine the statement.
  - (b) Leadership style, corporate culture, values and ethics play a crucial role in effective implementation of a strategy. Comment
7. **Attempt any one part of the following:** **10 x 1 = 10**
- (a) Discuss Evaluation & Control process. Why is Strategic Evaluation and Control important to an organization?
  - (b) Discuss in detail-
    - (i) Balance scorecard approach to measure key Performance
    - (ii) Benchmarking

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