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MBA-INT
(SEM VII) THEORY EXAMINATION 2024-25
STRATEGIC MANAGEMENT

TIME: 3 HRS

M.MARKS: 100

Note: Attempt all Sections. In case of any missing data; choose suitably.

SECTION A

1. Attempt all questions in brief.

2 x 10 = 20

Q no.	Question	CO	Level
a.	Define strategy.	1	K1
b.	What do you understand by Corporate Social Responsibility (CSR)?	1	K2
c.	What is the SCP approach in industrial organization?	2	K4
d.	What does VRIO stand for in the VRIO Framework?	2	K1
e.	What is SWOT analysis?	3	K1
f.	Explain the concept of outsourcing.	3	K4
g.	What is scenario analysis?	4	K2
h.	What are the stages of corporate development?	4	K2
i.	Discuss Strategic Evaluation.	5	K2
j.	What is a responsibility center?	5	K1

SECTION B

2. Attempt any three of the following:

10 x 3 = 30

Q no.	Question	CO	Level
a.	What is Strategic Decision Making? Describe the process of strategic decision-making with an example.	1	K3
b.	What do you mean by Strategic Alliances? Discuss the role and importance of strategic alliances in cooperative strategy with suitable examples.	2	K6
c.	Discuss McKinsey's 7'S framework and its application in strategic analysis.	3	K3
d.	Discuss the Ansoff Grid.	4	K2
e.	Discuss the different types of controls used in measuring organizational performance.	5	K3

SECTION C

3. Attempt any one part of the following:

10 x 1 = 10

Q no.	Question	CO	Level
a.	Discuss the composition of the board of directors and its importance in corporate governance.	1	K3
b.	Explain the strategic management model in detail, with suitable illustrations.	1	K3

4. Attempt any one part of the following:

10 x 1 = 10

Q no.	Question	CO	Level
a.	Analyze the Resource Based View (RBV) and its significance in understanding the micro environment.	2	K6
b.	Discuss the Value Chain Analysis. How can value chain analysis helps to identify a company's strength and weakness?	2	K5



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5. Attempt any one part of the following: 10 x 1 = 10

Q no.	Question	CO	Level
a.	Discuss the functional strategies in HRM and IT for achieving organizational goals.	3	K4
b.	Explain the importance of marketing and logistics strategies in achieving a competitive advantage.	3	K3

6. Attempt any one part of the following: 10 x 1 = 10

Q no.	Question	CO	Level
a.	Explain the stages of the organizational life cycle and their impact on strategy implementation.	4	K4
b.	Define leadership. Assess the role of leadership and corporate culture in successful strategy implementation.	4	K2

7. Attempt any one part of the following: 10 x 1 = 10

Q no.	Question	CO	Level
a.	Describe the process of enterprise risk management and its relevance in strategy evaluation.	5	K4
b.	Discuss the Strategic Control. What are the primary steps in the evaluation and control process?	5	K2