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MBA (Sem. - 4th)

STRATEGIC MANAGEMENT

SUBJECT CODE : MB-401(2009 to 2011)

Paper ID : [C0176]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is compulsory.
- 2) Answer any Four questions from Section B.

Section - A

Q1) a) Define strategic Management (10 × 2 = 20)

- b) What is a vision statement
- c) What is meant by PEST analysis?
- d) What is meant by Critical Success Factors?
- e) Outline the concept of core competence.
- f) What is BCG matrix?
- g) What is meant by corporate culture?
- h) What is a value chain?
- i) What is retrenchment?
- j) Define the term "strategic business unit".

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P.T.O.

Section - B

(4 × 10 = 40)

Q2) Highlight the importance of strategy formulation for business organisation. Outline the strategic management process, with suitable illustrations.

Q3) What are the various components of the business environment which a strategist must keep in mind while designing and implementing strategy? Elaborate with illustrations.

Q4) Why is it important to undertake internal capability profile? outline various techniques used for organizational appraisal.

Q5) Explain michael E. Porter's Five Forces model, with illustrations.

Q6) Outline various techniques for evaluating the strategy. Give examples in support of your answer.

Q7) Write notes on :

- a) Concept of synergy.
- b) G. E. 9 cell model.

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