

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 15

MBA (2012 & Onward) (Sem.-4)

STRATEGIC MANAGEMENT

Subject Code : MBA-401

Paper ID : [A2524]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- 1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.**
- 2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
- 3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.**

SECTION-A

Write a short note on :

- Q1. Define Business
- Q2. Business Ethics
- Q3. Conglomerate Business
- Q4. Core Competence
- Q5. Mission
- Q6. PEST Analysis

SECTION-B

Unit-I

- Q7. An important part of strategic management process is implementation of strategy. Discuss the relationship of soundness of strategy with the quality of implementation.
- Q8. Describe some of the important characteristics of business environment and discuss how the business environment appraisal is helpful in the strategic management process.

Unit-II

- Q9. Discuss in detail the organizational appraisal technique originated by Michael Porter that can help a firm to create a competitive advantage.
- Q10. Write a detailed explanatory note on Balance Score Card as a technique used for organizational appraisal.

Unit-III

- Q11. Explain the concept of stretch, leverage and fit in strategic management.
- Q12. You are appointed as a marketing advisor by an FMCG company to promote its products at global level. You are required to provide them with knowledge of Boston Consulting Group (BCG) Matrix, so that they can analyze their product portfolio.

Unit-IV

- Q13. Explain the strategic implications of different SBUs/Products in an organization's portfolio that are plotted on the BCG matrix.
- Q14. Discuss the steps involved in process of strategic control.

SECTION-C

- Q15. At Tata Global Beverages Limited (TGBL), the company passionately believes in making the world a better place through life-enhancing sustainable hydration. Critically evaluate the above stated mission statement of TGBL and discuss the criteria that makes a well- conceived mission statement. Also, list the benefits of having a clear mission statement.