

END SEMESTER EXAMINATION, JANUARY 2022

PAPER : MBA - 301

STRATEGIC MANAGEMENT

Time: 3:00 HRS

Maximum Marks: 70

Instructions:

- 1. The question paper consists of 3 sections A, B & C. All sections are compulsory*
- 2. Leave a left margin of at least one inch on every page of your answer script.*
- 3. Write your answers in neat and clean handwriting. Use blue pen for answering.*
- 4. In section A each answer should be of minimum one page, in section B, each answers should be of minimum two pages and in section C each answers should be of minimum three pages. And last page of answer script can be used for rough work.*

SECTION – A

Answer any four questions:

(4 x 4 = 16)

1. Distinguish between vision and mission with examples.
2. What do you understand by merger and takeover in strategic management ?
3. Mention the limitations of strategic evaluation.
4. Explain the importance of strategy in an organization.
5. Discuss the relationship between strategy formulation and implementation.

SECTION - B

Answer any four questions:

(6 x 4 = 24)

1. What is the importance of strategic evaluation?
2. Elaborate vertical and horizontal integration with examples.
3. Explain in detail all the components of value chain analysis.
4. What is strategic management?
5. Describe the process of strategic choice.

SECTION - C

Answer any three questions:

(10 x 3 = 30)

1. What is diversification strategy? Discuss its types.
2. Discuss all the components of external environment.
3. Explain Ansoffs product market matrix.
4. What are the issues faced during strategy implementation?
