



Year and Program 2019  
SY MBA

School SCM

Department Management

Course Code MMC601

Course Title Strategic  
Management

Semester – Even

Day and Date <sup>Thursday</sup> 06/06/2019

End Semester Examination

Time: 3 hrs, Max Marks: 100

Instructions:

- 1) All Questions are compulsory.  
2) \_\_\_\_\_

10:30 am to 1:30 pm

Q.1	Answer the following	Marks	COs	Blooms Level
a)	Explain in detail that Strategy of a firm comprises mainly of business strategy and corporate strategy	10	CO1	2
b)	Explain how competitive environment analysis helps a business to survive with the help of Porter's five forces. OR	10	CO2	2
b)	Explain the factors in PESTLE analysis that can affect an organisation's Strategy.	10	CO2	2
Q.2	Answer the following			
a)	Illustrate Porter's competitive generic strategies with the help of examples.	10	CO3	3
b)	Illustrate possible approaches for strategic alliances OR	10	CO4	3
b)	Illustrate major approaches of Operating Turnaround Strategy.	10	CO4	3
Q.3	Answer the following			
a)	Illustrate in detail various perspectives of Balanced Scorecard. OR	10	CO5	3
a)	Illustrate with example that Strategy and structure go hand in hand	10	CO5	3
Q.4	Answer the following			
a)	Illustrate types of strategic control.	10	CO6	3
b)	Examine in detail strategic evaluation steps.	10	CO6	4
c)	Examine contingency planning process and its perceived need. OR	10	CO6	4
c)	Rate importance of audit. Support with the help of environmental audit	10	CO6	4

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Q.5 Answer the following

- |    |  |    |   |   |
|----|--|----|---|---|
| a) | In a company in which there is both worldwide product diversity and large scale business abroad as a percentage of total business, foreign operation will tend to move toward the matrix structure, Do you agree?<br>Support with the help of matrix structure and its merits  | 10 | 5 | 5 |
| b) | Frost&Sullivan CEO of the year Award is given each year upon the CEO who has demonstrated leadership excellence within his /her industry. Parameters such as gains in market share, decisions that improve earnings and grow the company, as well as leadership that affects observable changes in the industry are common CEO performance measurement criteria Frost&Sullivan utilizes in the selection process Do you agree?<br>Support with the help of role of executives in strategic evaluation and control. | 10 | 5 | 6 |

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Page - 2/2