

(Please write your Exam Roll No.)

Exam Roll No. 00915908916

END TERM EXAMINATION

FOURTH SEMESTER [MBA/B.TECH-MBA(DD)] MAY-JUNE-2018

Paper Code: MS-206
BMS-506

Subject: Strategic Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 What do you understand by Strategy. Explain the role of mission and vision statements in formulating the strategy of a firm.
- Q2 Explain the various steps involved in Strategic Management process in a single business firm.
- Q3 The low-cost leadership strategy at times enables the firm to defend itself against each of five competitive forces'. Explain.
- Q4 "Strategy includes the determination and evaluation of alternative paths to an already established mission or objective and eventually choice of the alternatives to be adopted.". Explain the statement underlining the process of strategy formulation.
- Q5 What are strategic alliances? Explain their advantages and disadvantages. How it may be ensured that strategic alliances will work successfully?
- Q6 The record of M & As world over has not been impressive. What can be the reasons for the failure of M & A? Discuss.
- Q7 (a) Explain two techniques of strategic evolution and control.
(b) What are the steps involved in managing Corporate Culture?
- Q8 Write short notes on the following:
(a) Importance of Organizational Design in effective implementation of strategy.
(b) Balanced score card.
