

END TERM EXAMINATION

FOURTH SEMESTER [MBA] APRIL - MAY 2019

Paper Code: MS-206

Subject: Strategic Management

(Batch 2017)

Time: 3 Hours

Maximum Marks: 75

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

- Q1 Explain the concept of Strategy. Discuss Ansoff strategy framework and explain various strategies as part of this framework using suitable examples.
- Q2 Discuss Mintzberg's 5Ps of strategy. How vision and Mission of any business firm is made? Give examples of Vision and Mission Statements of few Indian corporate houses.
- Q3 What steps are involved in strategic management process? Discuss these steps briefly by giving suitable examples.
- Q4 Assuming any organisation of your choice apply Porter's five forces model to explain its competitive position.
- Q5 Write notes on:-
(a) Porter's Generic Strategies
(b) Approaches to External Environment Analysis.
- Q6 Discuss various expansion and diversification strategies for growth of the firm. Give examples to illustrate different types of expansion and diversification strategies.
- Q7 What structural considerations are involved in Strategy Implementation? It is said that structure follows strategy? Do you agree with the statement, comment on the same with relevant examples.
- Q8 What is the need for balanced scorecard? What other approaches are involved in strategy evaluation? Discuss those with the help of examples.
