

MBA 3rd Semester Examinations, Dec. 2020 (CBCS) (DDE)

[Session: July 2019 – June 2021]

Subject: Introductory Strategic Management

Paper: MBA-3402

Time-3 Hours

Full Marks: 80

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable

Group-A

Answer any six questions

5×6=30

1. “In its simplest conception strategy is regarded as a unifying idea which links purpose and action...”- Explain.
2. Discuss the two contrasting views on strategic thinking.
3. “The TOWS Matrix is a matching tool that is useful in developing and evaluating strategies”-Discuss.
4. Differentiate between market development and product development.
5. Provide a brief overview of horizontal integration.
6. Discuss the issues in developing culture at the marketing and sales functional Level.
7. Provide a framework for implementing strategy through organizational design.
8. How is the balanced scorecard relevant in the context of strategic management?

Group-B

Answer any five questions

10×5=50

9. What are the sources of competitive advantage of an organisation? Discuss in details.
10. Enumerate the basic difference between primary and support activities of a value chain.
11. In the light of Porter’s Five Forces Model examine the issues associated in understanding the threat of potential entrants and bargaining power of buyers.
12. Microsoft has long outsourced its entire customer technical support operation to an independent company, as does Dell. In the light of this statement examine the pros and cons of strategic outsourcing.
13. Differentiate between related and unrelated diversification and discuss how diversification enables in transferring competencies across businesses.
14. Provide a brief overview of strategic portfolio analysis and discuss the important dimensions of Directional policy matrix.
15. “To improve performance, a single business company often employs restructuring and reengineering”-Explain with reference to strategy implementation.