

MBA (4th Semester) Examinations, Dec. 2020 (DDE)

[Session: Jan 2019-Dec 2021]

Subject: Strategic Management

Paper: MBD-401

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. Briefly explain the concept of strategy.
2. What are the different levels of strategy in a multi-business organization?
3. Examine the significance of strategic management in modern organisations.
4. Discuss any one important aspect of strategy implementation.
5. Discuss the three tests that a competence must pass in order to be considered as a core competence.
6. Describe any two quantitative criteria for strategy implementation.
7. In what way is corporate social responsibility relevant in the context of strategic management?
8. How does value chain analysis assumes greater significance in strategic management?

Group-B

Answer any five questions

10×5=50

9. “The hierarchy of strategic intent covers the vision and mission, business definition and the goals and objectives”- Discuss.
10. Briefly describe any four alternative grand strategies that are pursued by organisations.
11. Discuss Michael Porter’s concept of generic competitive strategies.
12. Provide a synoptic view of Porter’s Five Forces Model of Industry analysis.
13. Elucidate the four basic international strategies that are pursued by firms.
14. “SWOT analysis is a planning methodology that helps organizations build a strategic plan to meet goals, improve operations and keep the business relevant...” Elucidate.
15. Write short notes on the following:
 - a) Gap analysis
 - b) Portfolio analysis