

**MBA(D) 4<sup>th</sup> Semester Examinations, June 2020 (CDOE)**

**[(July 2017- June 2019), (July 2016-June 2018)]**

**Subject- Strategic Management**

**Code 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. “Strategy is comprised of one or more "big ideas" that the firm's management contrives to outdo and outwit its rivals”- Elucidate.
2. Highlight some ethical issues in strategic management.
3. “Competitive analysis is a system for understanding your business' standing in the marketplace in relation to your competition”-Explain
4. Briefly discuss the difference between cost leadership and differentiation strategy.
5. Briefly describe Porter’s Dynamic Diamond theory.
6. Describe any one contemporary organisational structure of your choice.
7. Briefly describe the types of general control systems.
8. Discuss the difference between any one of the following:
  - a) Mission and Values.
  - b) Strategic objectives and business process objectives.

**Group-B**

*Answer any five questions*

**10×5=50**

9. Discuss any two important tools for internal assessment in strategic management process.
10. Briefly describe the difference the following grand strategies: (i)Concentric and conglomerate diversification (ii) Stability and retrenchment.
11. Describe the major drivers of globalization of any industry of your choice.
12. In the light of Porter’s Five Forces Model of Industry analysis, discuss
  - (i) Barriers to Entry; (ii) Threat of substitute players.
13. Provide a brief overview of “Organisational Capability Profile”.
14. Discuss the important aspects and significance of resource allocation in strategy implementation
15. Write short notes on any one of the following:
  - a) Handy’s Classification of organizational culture
  - b) Corporate governance vis-à-vis strategic management.