Sub Code: **RMB301**

Paper Id: | **270301** | **Roll No:**

MBA
(SEM III) THEORY EXAMINATION 2019-20
STRATEGIC MANAGEMENT

Time: 3 Hours *Total Marks: 70*

Note 1. Attempt all Sections. If require any missing data, then choose suitably.

SECTION A

1. **Attempt all questions in brief.** 2 x 7 = 14

a.	What do you mean by functional strategy? Give two examples.
b.	What are the various factors to be considered while conducting a comprehensive environmental scanning?
c.	What is VRIO Framework?
d.	"Stability Strategy does not mean no strategy." Do you agree with the statement?
e.	Differentiate between Horizontal and Vertical Integration.
f.	What role does leadership and corporate culture play in implementation of strategy?
g.	What are the benefits of strategic control?

SECTION B

2. **Attempt any *three* of the following:** 7 x 3 = 21

a.	Do you think that the organizations should concern themselves with the elements of the outside world? Give reasons for your answer.
b.	What is competitive environment? Discuss the VRIO analysis in detail.
c.	What is a strategy? How does a business strategy differ from business policy?
d.	What are the soft components in the McKinsey 7 S framework? Explain in detail.
e.	What are the possible utcomes of failure of strategy control?

SECTION C

3. **Attempt any *one* part of the following:** 7 x 1 = 7

(a)	What are the characteristics of a good vision statement? How does vision and mission differ from each other? Give 2 examples of good corporate vision statements.
(b)	What are the main advantages and disadvantages of strategic management?

4. **Attempt any *one* part of the following:** 7 x 1 = 7

(a)	What do you understand by the bargaining power of buyer? If an industry has high bargaining power of buyers, how will it affect its attractiveness?
(b)	Describe and explain EFE and IFE matrix and also differentiate between them?

5. **Attempt any *one* part of the following:** 7 x 1 = 7

(a)	What are the pitfalls associated when a company decide to undertake an Internationalization strategy?
(b)	How does a Joint Venture differ from a Strategic Alliance? Give examples.

6. **Attempt any *one* part of the following:** 7 x 1 = 7

(a)	What do you mean by strategic choice and strategic alternatives? Explain the process of strategic analysis.
(b)	With the help of an example, explain GE Nine Cell Planning Grid.

7. **Attempt any *one* part of the following:** 7 x 1 = 7

(a)	Why is it necessary to make proper evaluation of any strategy?
(b)	Explain performance measurement techniques of Finance and Production which are used for strategy control.