

Code No: 744AA**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, April/May-2019****STRATEGIC MANAGEMENT****Time: 3hours****Max.Marks:75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5Marks = 25**

- 1.a) What is environment scanning? [5]
- b) Briefly explain about Market Life Cycle model. [5]
- c) Explain the planning systems for strategy implementation. [5]
- d) Describe concept of core competence and distinctive competence with examples. [5]
- e) What are the measures for establishing strategic controls? [5]

PART - B**5 × 10 Marks = 50**

2. List the environmental factors that can affect an organization's strategy. [10]
- OR**
3. Critically examine the growth strategy of OLA Cabs. [10]
4. Explain strategic implications of BCG matrix model. [10]
- OR**
5. Define Porter's five force framework. Explain how it can be used for defining the strategy of an organization. [10]
6. Explain the various phases of strategic formulation with an illustration. [10]
- OR**
7. Give a detailed account on new strategies adopted by Indian organizations in the Internet economy. [10]
8. Differentiate between related and unrelated diversification strategy, with suitable examples. [10]
- OR**
9. Explain Merger as a Strategy. Explain the types of merger, merger processes and advantages of merger. [10]
10. Describe Benchmarking as strategic management tool with suitable examples. [10]
- OR**
11. Explain the process of strategic evaluation and control in details. [10]

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