

Code No: 744AA

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA IV Semester Examinations, December - 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 × 5 Marks = 25

- 1.a) Explain strategic vision with an example. [5]
- b) Define the role of TOWS matrix in an organization. [5]
- c) Discuss strategic leadership. [5]
- d) Distinguish between mergers and acquisitions. [5]
- e) Explain the role of strategist in an organization. [5]

PART - B

5 × 10 Marks = 50

2. Define strategic management and explain strategic management process. [10]
- OR**
3. Illustrate Industry and competitive analysis. [10]
4. Elucidate Porter's five force model. [10]
- OR**
5. Explain the process involved in strategy formulation. [10]
6. What is meant by resource allocation? Explain techniques generally employed for allocating resources. [10]
- OR**
7. Discuss the various challenges faced during the strategy implementation. [10]
8. Describe the role of core competence while framing competitive strategies. [10]
- OR**
9. What is Diversification? List out types of diversification with examples. [10]
10. Summarize the various qualitative and quantitative criteria for strategy evaluation and control. [10]
- OR**
11. What is Strategic Information System? How does it help the management to make decisions? [10]

--ooOoo--