

**R17**

Code No: 744AA

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA IV Semester Examinations, September - 2020**

**STRATEGIC MANAGEMENT**

**Time: 2 hours**

**Max.Marks:75**

**Answer any five questions  
All questions carry equal marks**

---

1. Discuss about:
  - a) Value Chain Analysis
  - b) Factors that shape a company's strategy. [7+8]
- 2.a) Explain GE model.  
b) Explain BCG matrix. [8+7]
3. Discuss with examples what strategies of a company can make it compete with its rivals in this Globalization era. [15]
4. What is Organisational Structure? Is that the strategies need to be framed based on structure or structure to be changed according to strategy? Substantiate your answer. [15]
- 5.a) Discuss about Turnaround Strategy.  
b) Explain different types of diversification strategies. [8+7]
6. Explain the concept of Competitive Advantage in diversified companies. How do we evaluate it? [15]
7. Explain the quantitative and qualitative techniques used to evaluate the strategic performance. [15]
8. Discuss about:
  - a) Strategic Surveillance
  - b) Role of strategist. [8+7]

--ooOoo--