

**Code No: 764AA****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, July/August - 2021****STRATEGIC MANAGEMENT****Time: 3 hours****Max.Marks:75**

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

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1. What do you understand by Industry and competitive analysis? What is its relevance to strategic management? [15]
2. Discuss in detail Porter's five force model. [15]
3. Distinguish between offensive strategy and defensive strategy. Explain with example offensive and defensive strategy. [15]
4. What is meant by resource allocation? Explain techniques generally employed for allocating resources. [15]
5. What are the challenges of entering into Global market? What is the strategy for successful marketing at global scale? [15]
6. Define diversification and explain types of diversification with examples. [15]
7. What is Benchmarking? Explain the role of a strategist in evaluating the performance using benchmarking. [15]
8. Discuss how strategic Information system helps management to make decisions. [15]

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