

**R19**

**Code No: 764AA**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA IV Semester Examinations, March/April - 2022**

**STRATEGIC MANAGEMENT**

**Time: 3 Hours**

**Max.Marks:75**

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

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1. Appraise the importance of Environmental, Industry and Company analysis, for the strategic management of a company. [15]
2. Explain the following:  
a) SWOT Analysis  
b) Value chain Analysis [8+7]
3. Define the term "Strategy"? State the different types of strategies? How do companies, tailor suitable strategies to fit company specific situations? [15]
4. Draw BCG and GE matrices, examine these models as tools and techniques for strategic analysis of a Company. [15]
5. What are the basic activities in the strategy implementation process? Explain their relative importance. [15]
6. Discuss the impact of leadership styles on the strategic planning and implementation. [15]
7. Compare and contrast Mergers, Acquisitions, Amalgamations and Joint ventures as strategies for management change. [15]
8. Discuss the qualitative and quantitative benchmarks used in strategy evaluation and control. [15]

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