

Code No: 764AA**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, September/October - 2022****STRATEGIC MANAGEMENT****Time: 3 Hours****Max.Marks:75**

Answer any five questions
All questions carry equal marks

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- 1.a) What are the various facets of economy one needs to consider in the process of environmental scanning.
b) What are the signs of strength and weakness to look for while assessing the competitive strength of a company? [8+7]
- 2.a) Discuss Michael Porter's approach to Industry analysis. What are the various forces driving industry competition?
b) Brief on competitive advantage of value chain analysis. [10+5]
- 3.a) What are the quadrants of grand strategy matrix? Explain how it helps a company to decide on an appropriate strategy.
b) What are the major elements of a value chain of a marketing concern? [10+5]
- 4.a) What are exit barriers? Specifically point of a few the country specific exit barriers.
b) What are generic strategies and discuss the types of strategies? [8+7]
- 5.a) What is organization culture? What is the role of leaders in organization culture?
b) Evaluate joint ventures as a competitive global strategy. [9+6]
- 6.a) What are the behavioral implications in the context of virtual organizational structure?
b) What are the motives or imperatives for diversification in business organizations? [8+7]
- 7.a) Why do strategic alliances have become attractive in execution of major projects? What are the benefits and limitations?
b) How do establishment of core competence enable organizations to compete better? [9+6]
- 8.a) What are the levels of bench marking? How do you use benchmarking effectively for performance measures and improvements?
b) What are the challenges in acquiring strategic information? What are the sources to look for? [8+7]

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