

Code No: 764AA**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA IV Semester Examinations, March/April - 2023
STRATEGIC MANAGEMENT****Time: 3 Hours****Max.Marks:75**

- Note:** i) Question paper consists of Part A, Part B.
ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.
iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

PART - A**(25 Marks)**

- 1.a) Explain about Value Chain Analysis. [5]
b) Write note on BCG matrix. [5]
c) Explain impact of Leadership on Strategy. [5]
d) Give example for Turnaround strategy of an organization. [5]
e) What is Strategic surveillance? [5]

PART - B**(50 Marks)**

- 2.a) Why is important to develop a strategic Vision, Mission and Objectives of an organization? Discuss.
b) Explain about Competitive Analysis in an industry. [5+5]
OR
- 3.a) How managers can create value through diversification initiatives?
b) Explain about SWOT analysis of a company. [5+5]
- 4.a) What are Generic Strategies? Explain.
b) Explain in detail Market Life cycle Model. [5+5]
OR
- 5.a) Give examples for Exit and Entry Barriers.
b) Compare and contrast Offensive and defensive strategies. [5+5]
- 6.a) Discuss the relationship between a firm's strategy and its structure.
b) "Is resource allocation a vital part of Strategy". Why? [5+5]
OR
- 7.a) Discuss the strategies for competing in the internet economy.
b) Explain pros and cons of Barrier free structure. [5+5]
- 8.a) Explain the need to diversify by the organization with suitable cases.
b) Why Joint ventures are preferred by the organization as a Management of Change strategy? Discuss. [5+5]
OR
- 9.a) Discuss the different types of diversification strategies.
b) How core competences play an important role in organizational Turnaround Strategy? Explain. [5+5]

- 10.a) Explain qualitative and quantitative benchmark to evaluate organizational performance.
b) Brief on strategic audit. [6+4]

OR

- 11.a) Discuss the various problems in measuring performance of an organization.
b) Explain the role of Strategic information systems in the organizational control. [5+5]

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