



(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 270421

Roll No.

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M.B.A.

(SEM. IV) THEORY EXAMINATION, 2014-15
STRATEGIC MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

1 Attempt **Any Four** of the following: **5×4=20**

- (a) List the elements in the strategic management process.
- (b) Explain Capital based budget.
- (c) Define Backward integration.
- (d) Explain the concept of corporate restructuring
- (e) Define the term strategic alliances.
- (f) Throw light on Strategic Advantage Profiling (SAP).

2 Attempt **Any Two** of the following: **10×2=20]**

- (a) Differentiate between strategic plan and operational plan. How do strategy and policy work together in an organization?

- (b) Why should a firm formulate growth strategy? Under what conditions will adoption of growth strategy be useful?
- (c) Explain the concept of Porter value chain analysis. How does it help an organization in taking outsourcing decisions?

3 Attempt **Any Two** of the following: **10×2=20**

- (a) Enumerate the difference between industry and product life cycle? Discuss various stages of industry life cycle by outlining strategies that can be adopted at each stage.
- (b) Define resource allocation. How does strategic budgeting help in optimum utilization of resources?
- (c) Discuss joint venture. Give some examples of joint venture between Indian companies and Foreign companies in India.

4 Attempt Any two of the following: **10×2=20**

- (a) Explain liquidation strategy. When would you recommend liquidation of a company?
- (b) Write short notes on :
 - (i) Turnaround strategy.
 - (ii) Divestment strategy.
- (c) Enumerate major environmental factors. Which of these, according to you, are more important and why?

5 Attempt **Any two** of the following: **10×2=20**

- (a) Explain strategic evaluations and control process in terms of different steps or stages involved.
 - (b) Explain the roles of functional policies and plans and operational factors in strategy implementation.
 - (c) Discuss the vital role of people factor in implementation. Analyze in terms of major HR initiatives required to optimize people's role in strategic implementation.
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