Code: 17E00401

MBA IV Semester Regular Examinations May 2019

STRATEGIC MANAGEMENT

(For students admitted in 2017 only)

Time: 3 hours | Max. Marks: 60

SECTION – A

Answer the following: (05 X 10 = 50 Marks)

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1 What is strategic management? Explain the steps in strategic management process.

OR

2 What is strategy? Outline the factors shaping company's strategy.

3 Explain in detail the theory of Porter's Five Force Model.

OR

4 Write a short note on the following:

(a) BCG matrix.

(b) SWOT analysis.

5 What do you mean by strategic alternatives? When will you use stability strategy?

OR

6 Explain in detail about Retrenchment strategy and Growth strategy.

7 What are offensive and defensive strategies? List out their applications.

OR

8 What are vertical and horizontal integration? Explain their applications.

9 How will you establish strategic control? Discuss the importance of strategic information system.

OR

10 Discuss the importance of strategic surveillance in business organizations.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Perform a SWOT analysis for telecommunication sector in India.

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