

DEPARTMENT OF MANAGEMENT  
School of Management & Business Studies  
JAMIA HAMDARD

Even Semester Examination 2022

MBA-II Semester

**Subject Name: Strategic Management**  
**Subject Code: MBA-CG-206**

**Max. Marks: 75**  
**Time: 03 Hours**

**Attempt any 5 questions, Each question carries equal marks**

**Please read all the questions carefully**

**Q.1** What is a strategy? What is the process of strategic management in a company and levels at which strategy operates?

**Q.2** “A star product is the one which can make or mark the future of a company”. With reference to the statement, what are the various categories of products as described by the BCG matrix? Explain with the help of examples.

**Q.3** Discuss Michael Porter’s five forces that shape the competitive environment for a company

**Q.4** A single industry strategy is very helpful for a company to grow in an industry which has a lot of potential. Do you agree with the statement? Give reasons

**Q.5** “A mission statement should be practical and should be closely ties to immediate and concrete goals.” Do you agree with the statement? Give the characteristics and importance of a good mission statement.

**Q.6** Explain the strategic control process. How does benchmarking play a role in evaluating strategic performance?

**Q.7** Do customers benefit from rivalry among competing firms? Give examples and explanations.

**Q.8** With respect to Indian Automobile Industry, identify 5 internal and 5 external environmental factors. And explain in details.