Your Roll No.........

DEPARTMENT OF MANAGEMENT
School of management & Business studies
JAMIA HAMDARD

Online ExaminationJuly/August 2021
MBA [Semester II]

Subject Name: Strategic Management MM: 75
Subject Code: MBA-CG-206 Time: 03 Hours

Email Id of Examiner: **noriafarooquijh@gmail.com**
Email Id of the Assistant Superintendent of Exams: **mba2july2021@gmail.com**
Email Id of Dean: **deanmanagement@jamiahamdard.ac.in**

Note:

- Students have to submit the **Scanned hand written solutions** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
  Full Name-Enrollment Number-Course-Semester-Subject Abbreviation (Example: Rabia Shaheen-2017-334-032-MBA-IV-QTM) and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.

1. Organizations can't sustain for longer period of time if they don't have a defined path. In the light of the above statement kindly discuss the importance of having a strategic Intent? Why does an organization need to define itself?

2. Many bricks-and-mortar retailers have been devastated by competition from internet retailers-book retailers and garment retailers in particular. Advise either a garment retailer or a traditional book retailer how it might redeploy its existing resources and capabilities to build a viable business either by repositioning within its existing industry or moving into a new area of business.

3. The major forces shaping the business environment of the fixed-line telecom industry are technology and government policy. The industry has been influenced by fiber optics (greatly increasing transmission capacity), new modes of telecommunication (wireless and internet telephony), deregulation, and privatization. Using the five forces of competition framework, show how each of these developments has influenced competition in the fixed-line telecom industry like MTNL/ BSNL.

4. What are Backward Linkages? Explain the mechanism of Integration strategies and what are the objectives behind it with a suitable example from Foodbusiness industry?

5. Discuss the importance/rationale of identifying competencies for a business. When should it convert from competencies to core competencies? Is there any further level at which the business can operate and enjoy competitive advantage? When do we actually call it competitive advantage? (Support your answer with a single suitable example)

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