Department of Management

MBA Semester II Examinations (2018)

Strategic Management

MBA-CG-206

Attempt any FIVE questions. Each question carries 15 marks (15 X 5=75)

Q1.The strategic management process encompasses three phases-strategy formulation. implementation, and evaluation and control. —Discuss.

Q2. (a) List the Environmental factors that can affect an organisation's Strategy.

(b) How would you analyse Competitive Environment?

Q3. Explain strategic implications of BCG matrix model with suitable examples. Discuss its role in strategy formulation.

Q4. Critically evaluate different market entry strategies.

Q5. What is the role of organizational analysis in strategy formation? Characterize benchmarking analysis, comb analysis, and value chain analysis.

Q6.What is the role of Mission & Vision statements in the formulation of strategy hierarchy? Explain with suitable examples

Q7. Write Short Notes on any three:-

a) VRIO framework
b) Defensive strategies
c) McKinsey 7S
d) Vertical Integration
e) Cost Leadership Strategy

Q8. Draw a TOWS matrix for any online grocery retail chain which wants to enter in Indian market. Make valid assumption wherever necessary.
