Roll No.................

Department of Management
MBA Semester II Examinations, 2019
MBA-CG-206
Strategic Management

Time: 3Hrs Maximum marks: 75

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

Q1. Define the business of an organization on three dimensions. How does it help an organization to relate with its customers? If the organization changes any one dimension does the business change? Explain with the help of suitable examples.

Q2. How is an ETOP/ EFA summary prepared? Does it provide any insight to the strategist in choosing a particular strategy? Elucidate.

Q3. How do organizations determine strength and weaknesses? Explain with the help of SAP/IFA summary and Value Chain Analysis.

Q4. What is the need for adopting growth strategies? What are the conditions where growth strategy is more suitable? Briefly explain different types of growth strategies.

Q5. Write short notes on any three (5 X 3=15)

a) Stability Strategies
b) Strategic Intent
c) Strategy Hierarchy
d) McKinsey Analysis
e) SPACE Matrix

Q6. Discuss the generic strategies given by Porter. How relevant are these strategies in today's competitive environment? Explain with suitable examples.

Q7. Explain Porter's five forces model with suitable example. Briefly explain entry and exit barriers.

Q8. Define SBU. Describe the ways in which portfolio analysis can be undertaken. Explain with the help of relevant examples.