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Department of Management
Even Semester Examination - August 2023
MBA-II Semester
STRATEGIC MANAGEMENT
MBA-CG-206

Duration: 3 Hours

Max Marks - 60

(5 x 12 = 60)

**Note: Attempt any Five Questions, All questions carry equal marks*

Q1: Discuss the purpose of having a vision and a mission statement/s. What happens if an organization compromises on it?

Q2: What are the important steps in constructing IFE matrix? Explain

Q3: Construct a BCG matrix for a conglomerate and explain the important observations. (DO NOT take any hypothetical examples)

Q4: Discuss the importance of barriers to entry with a reference to growing IT firms

Q5: Construct a CPM for any three home appliances firms and suggest some important measures to sustain their businesses.

Q6: What are Forward Linkages? Explain the mechanism of Integration strategies and the objectives behind it with a suitable example from the Food & Beverage Industry.

Q7: What are the different ways organizations differentiate themselves? How can they achieve the position of Sustainable competitive advantage?

Q8: Write Short Notes on

- a) Resource-Based View of the Firm
- b) Strategic Intent
- c) Generic Strategies
