No. of Printed Pages—2

85F (SRTM)

[18–HRGPKAC–M3S]

MBA 3rd Semester Exam., 2018

STRATEGIC MANAGEMENT

[MBA (S3) 14]

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each within *50* words) : 2×5=10

(a) Define objective.

(b) Define corporate restructuring.

(c) Define leadership.

(d) State the concept of niche strategy.

(e) Define functional organizational structure.

(f) Define differentiation strategy.

2. Answer any *three* from the following questions (each within *150* words) : 4×3=12

(a) Discuss the importance of analysing external environment of business.

(b) Discuss the role of knowledge process outsourcing technique.

(c) What is meant by technological uncertainty?

(d) What is meant by corporate entrepreneurship? Explain.

3. Answer any *three* from the following questions (each within *250* words) : 6×3=18

(a) Discuss the importance of competition analysis.

(b) Discuss the strategies to be adopted for fast-changing markets.

(c) Discuss the role of strategic leadership.

(d) Discuss the causes for the growth of outsourcing strategies in the present-day context.

4. Answer any *four* from the following questions (each within *500* words) : 10×4=40

(a) What is SWOT analysis? Discuss the technique of SWOT analysis. 2+8=10

(b) Discuss the reasons for adopting merger and acquisition strategies in present-day business world. 10

(c) What is meant by corporate governance? Discuss the framework of good corporate governance. 3+7=10

(d) Define maturing industry. Discuss the characteristics of a maturing industry. 2+8=10

(e) Discuss the functions of an entrepreneur. 10

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