No. of Printed Pages—2

85F (SM)

[19-HBPGKOW–M3S(O) 20M]

MBA 3rd Semester (Old) Exam., 2019 (W)

STRATEGIC MANAGEMENT

[MBA 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 in around *50* words) : 2×5=10

(a) State the concept of strategic intent.

(b) What is the purpose of QUEST (Quick Environmental Scanning Technique)?

(c) State the concept of experience curve.

(d) Mention two characteristics of maturing industries.

(e) State the concept of corporate entrepreneurship (intrapreneurism).

(f) State the meaning of innovation.

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

(a) List two activities each of inbound logistics and outbound logistics.

(b) How does differentiation protect a firm against rivalry?

(c) Mention three characteristics of emerging industries.

(d) "Vision gives a view of an organization's future direction and course of business activities." Comment.

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

(a) Discuss the importance of corporate governance.

(b) How to companies overcome entry barriers?

(c) Describe the reasons for fragmentation of industries.

(d) Discuss any four tasks of an entrepreneur.

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

(a) Describe Porter's value chain model.

(b) Discuss the Indian scenario of corporate governance.

(c) Describe the changing trends of outsourcing.

(d) Discuss the strategies for competing in turbulent and high velocity market.

(e) Discuss the essentials of effective leadership.

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