Krishna Kanta Handiqui State Open University

MBA 4th Sem. Examination, 2014

Strategic Management Paper - 14

Time : 3 Hrs. Full Marks : 80

1. Answer any five from the following questions 2×5 =10
(each within 50 words)
   (a) Mention the district capabilities associated with core competency of a competitive advantage.
   (b) What is meant by conglomerate merger?
   (c) Mention four characteristics of a maturing industry.
   (d) Define the term 'intrapreneur'.
   (e) What is a meant by company profile?
   (f) State the concept of knowledge process outsourcing.
   (g) Name the characteristics of a stagnating industry.
2. Answer any three from the following questions 4×3 =12
(each within 100 words)
   (a) How does the mission statement of a company differ from its vision statement?
   (b) How is the focus theory different from cost leadership and differentiation strategy.
   (c) Explain four common structural characteristics of emerging industry.
   (d) Write a brief note on emotional intelligence on a strategic leadership trait.

   (e) State the concept of strategic intent in strategic management.
3. Answer any three from the following questions 6×3 =18
(each within 250 words)
   (a) Discuss the value chain model suggested by Michael Porter in competitive analysis.
   (b) Write a short note on emerging and changing environment of outsourcing.
   (c) Write a note on strategic options for fast changing markets.
   (d) State the ideal framework of sound corporate governance.
   (e) Explain the meaning and component of SWOT analysis.
4. Answer any four from the following questions 10×4 =40
(each within 400 words)
   (a) State the rational of undertaking mergers and accquisitions as a strategic choice.
   (b) Explain the concept of corporate restructuring with its different forms.
   (c) Describe the various components of external environment in the context of 'PESTEL' framework.
   (d) State the reasons of fragmentation of industries. Also state how would you formulate a sound strategy for fragmentation of industry.
   (e) Discuss the responsibility of Board of Directors in Observance of sound corporate governance in India.
   (f) Enumerate the conditions which facilitate growth of intrapreneurship in a corporate enterprise. Do you favour any reward for such intrapreneur?