Krishna Kanta Handiqui State Open University
MBA 4th Sem. Examination, 2016
Strategic Management

Time : 3 Hrs. *Full Marks : 80*

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

   (a) Define vision of a company.

   (b) State any two intangible resources of a company.

   (c) What is conglomerate merger ?

   (d) What is knowledge process outsourcing ?

   (e) What is core competency ?

   (f) What is strategic leadership ?

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

   (a) What is merger and acquisition strategies ?

   (b) Write a short note on stagnating industry.

   (c) What is corporate governance ? Why do companies need corporate governance ?

   (d) Discuss how 'bargaining power of customers' and 'threats posed by new entrants' can influence in industry competition.

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

   (a) Discuss the primary activities of Porter's value chain.

P.T.O

(b) What is outsourcing ? Explain H. R. outsourcing in detail.

(c) Discuss the characteristics of maturing industries.

(d) What is strategic entrepreneurship ? Discuss any four task of an entrepreneur.

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

(a) Write short notes on—

(i) PESTEL framework

(ii) SWOT analysis

(b) Discuss the generic strategic adopted by organisation to get competitive advantage.

(c) What is emerging industry ? Discuss the characteristics of emerging industries. Discuss the formulation of strategies for an emerging industry.

(d) Discuss the framework for good corporate governance. State the principles of corporate governance.

(e) Write short notes on—

(i) Corporate restructuring

(ii) Fragmented industry

——×——