

**M.B.A. (GEN.) / M.B.A. (HR) Semester - III (2012 COURSE) / M.B.A.
(FM) Semester - III (2013 (CHOICE BASED CREDIT SYSTEM) :**
SUMMER - 2019

SUBJECT: STRATEGIC MANAGEMENT

Day: Friday
Date: 31/05/2019

Time: 10.00 AM TO 01.00 PM
Max. Marks: 60

S-2019-2248

N.B.:

- 1) Attempt **ANY THREE** questions from **SECTION I**
- 2) Attempt **ANY TWO** questions from **SECTION – II.**
- 3) Figures to the right indicate **FULL** marks

SECTION – I

- Q.1** What is Strategic Management Process? Explain various elements in Strategic Management (10)
- Q.2** How is Industry Analysis carried out? Analyze any sector of your choice with Porter's Five Forces Model. (10)
- Q.3** What are the Corporate level strategies? How to ensure that the choice of strategy is suitable for the situation? Explain with examples. (10)
- Q.4** What is Strategic Control? Explain the components of Strategic Control. (10)
- Q.5** Write short notes on any **TWO** (10)
- a) Restructuring and Reengineering.
 - b) Behavioral issues in Strategic Management.
 - c) Generic Strategies.

SECTION - II

- Q.6** How is Indian Industry shaping and reshaping with Policy initiatives undertaken by Central Government of India? (15)
- Q.7** Prepare 'SWOT' analysis for any company of your choice by taking into account the current situation. (15)
- Q.8** As a consultant to leading Hotel chain company in India, Suggest strategy to expand their Business. (15)