

**M.B.A. (GEN.) / M.B.A. (HR) SEMESTER - III (2012 COURSE) /  
M.B.A. (FM) SEMESTER - III (2013 (CHOICE BASED CREDIT  
SYSTEM) : SUMMER - 2018  
SUBJECT: STRATEGIC MANAGEMENT**

Day: **Saturday**  
Date: **05/05/2018**

**S-2018-1871**

Time: **10.00 AM TO 01.00 PM**  
Max. Marks: 100

**N.B.**

- 1) Attempt any **FOUR** questions from Section – **I** and any **TWO** questions from Section – **II**.
- 2) Answers to each Section should be written in **SEPARATE** answer book.
- 3) Figures to the right indicate **FULL** marks.

**SECTION – I**

- Q.1** Why is strategic management important to business firms? Discuss the strategic management process in detail. (15)
- Q.2** Discuss the concept of value chain analysis with suitable examples. (15)
- Q.3** Discuss the frame work for effective implementation of strategy. What are the difficulties firms face during implementation of strategy? (15)
- Q.4** What is strategic control? What are the different methods of strategic control that firms use? (15)
- Q.5** Write short notes on any **TWO** of the following (15)
- a) Blue ocean strategy
  - b) Functional level strategy
  - c) Resource allocation for strategy implementation

**SECTION – II**

- Q.6** Give reasons as to when and under what conditions are the following strategies adopted by business firms: (20)
- a) Joint ventures                      b) Integration                      c) Turnaround
- Q.7** Conduct a thorough SWOT analysis of the Mobile cellular services industry in the current scenario in India. (20)
- Q.8** Consider any one firm (for each strategy given below) from the fast moving consumer goods industry that has adopted: (20)
- a) Cost leadership strategy                      b) Differentiation strategy
- Discuss merits of the adoption of the strategies by these business firms.