

MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.) (2016 COURSE)
M.B.A. Sem - III : WINTER : 2021
SUBJECT: STRATEGIC MANAGEMENT

Day : Wednesday
Date : 19-01-2022

W-15411-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 60

N.B.

- 1) Answer any THREE questions from Section I. Each question carries 10 marks.
- 2) Answer any TWO questions from Section II. Each question carries 15 marks.
- 3) Answer to both the sections should be written in the same answer book.

Section - I

- Q.1** What is meant by strategic intent? Explain the importance of setting a vision statement for an organization. (10)
- Q.2** Using the Porters' Five Forces model, conduct an Industry analysis of the smart phones mobiles industry in India. (10)
- Q.3** What are the conditions under which a firm can adopt cost leadership strategy? Provide suitable examples (10)
- Q.4** What is the role of structure in strategy implementation? Which type of organizational structure would you recommend to be the most suitable for an organization that has adopted concentration strategy (10)
- Q.5** Write short notes on **ANY TWO** of the following : (10)
- a) BCG Matrix
 - b) McKinsey's 7s framework
 - c) Disruptive Innovation

Section - II

- Q.6** What suitable evaluation and control method would you recommend to a medium scale home appliance manufacturing company (15)
- Q.7** A company in to manufacture of air coolers is the market leader in the industry. However, recently they have noticed fall in sales due to entry of many unorganized firms in the manufacture and supply of air coolers at lower prices. In such a situation, should the company diversify? Justify your answer? (15)
- Q.8** Discuss in detail the concept and importance of Blue Ocean strategy with suitable examples. (15)

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