

Roll No. _____
(Total no. of Question: 10)

Total no. of Pages: [01]

MBA Semester: 4th
STRATEGIC MANAGEMENT
Subject Code: MBADS1421
Paper ID: 20260152

Time: 3 hrs

Maximum Marks: 60

Instructions to candidates:

- 1) Section A is **COMPULSORY** consisting of TEN questions carrying **TWO** marks each.
- 2) Section B consists of **FOUR** Units-I, II, III & IV. Attempt any **ONE** question from each Unit
- 3) Section C consists of a short case study carrying **EIGHT** marks

SECTION-A

(2 marks each)

Q1. Define/Explain the followings:

- a) Need of Strategy
- b) Environment Scanning
- c) Difference between vision and mission statement
- d) Balanced Scorecard
- e) Critical Success Factor
- f) Corporate restructuring
- g) Leadership and corporate culture
- h) Strategic choice
- i) Difference between Strategic and Operational Control
- j) ETOP

SECTION-B

(8 marks each)

UNIT-I

Q2. Explain the nature and scope of strategic management.

Q3. Discuss the role and significance of strategic intent, vision and mission statement.

UNIT-II

Q4. Explain the methods and techniques used for organizational appraisal.

Q5. Explain the following:

- a) Strategic advantage profile
- b) Benchmarking

UNIT-III

Q6. Describe the Porter's Five Forces Model as most widely used tool to analyse the competitive environment.

Q7. Explain the BCG matrix? How does it help in choosing appropriate strategies.

UNIT IV

Q8. What is meant by resource allocation? Explain the various techniques that are generally employed for allocating the resources.

Q9. Explain various techniques used for strategy evaluation.

SECTION-C

(8 marks)

Q10. Tech Innovations Inc. is a mid-sized technology firm in India. It's facing increasing competition from larger companies in the present business. They are considering entering the smart home market in India.

Questions:

- a) Conduct a SWOT analysis for Tech Innovations Inc. regarding this potential move.
- b) Identify one corporate strategy and one business strategy they might pursue to enter this market