END TERM EXAMINATION
FORTH/SIXTH SEMESTER [MBA] MAY-JUNE 2012

Paper Code: MS202/206
MSP302
BMS504

Subject: Strategic Management

Time: 3 Hours
Maximum Marks: 60

Note: Attempt any five questions. All questions carry equal marks.

Q1. Briefly explain the concept of strategy and describe the strategic management process in the context of an Indian Public Sector firm. Illustrate your answer with suitable examples.

Q2. What are Porter's generic strategies? Explain giving suitable examples.

Q3. Distinguish between the vision and mission of an organization. In your opinion what are the five most important components that must be included in the mission statement. Give reasons.

Q4. Compare and assess two industries of your choice in terms of key environmental influences and competitive forces.

Q5. Discuss the importance of evaluation and control in strategic management. Explain giving examples.


Q7. How can the structure of an industry be analysed? Discuss the factors that enable determination of intensity of competition in any given industry. Give examples.

Q8. What are the major issues in Strategic Implementation? Illustrate your answer with suitable examples.

Q9. Write brief notes on any two of the following:
(a) Core competence of a firm
(b) Leadership and Corporate Culture
(c) Concept of value chain
(d) Strategic Alliances

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69