

# END TERM EXAMINATION

FOURTH/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.
- Q6 ✓ Explain BCG matrix with the help of suitable examples. What are its limitations? Illustrate.
- 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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