

2022

M B A

4th Semester Examination

STRATEGIC MANAGEMENT

PAPER—405

Full Marks : 100

Time : 3 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

Answer all questions.

1. Answer any *eight* questions. 8×5

(a) Explain the term 'strategy'.

(b) How is business environment relevant in formulation of strategies?

(Turn Over)

- (c) What is PESTLE analysis?
- (d) Discuss the meaning of ETOP.
- (e) What is strategic business unit?
- (f) Describe the role of corporate strategy for business.
- (g) Give an overview of Ansoffs growth matrix.
- (h) What do you understand by grand strategies?
- (i) You are required to make a comparison between concentric and conglomerate mergers.
- (j) Write down the different mechanisms for entering global markets.
- (k) Describe the TOWS matrix.
- (l) What is environmental scanning? Explain its importance.

3+2

2. Answer any *four* questions.

4×10

(a) (i) Discuss the concept of business environment.

(ii) Does possession of resource guarantee sustainable competitive advantage? Give proper explanation by referring to the VRIO framework. 5+5

(b) Describe the issues priority matrix. How is it useful to decision-makers? 7+3

(c) Discuss Porter's Five Forces model.

(d) Describe the BCG matrix. How is it useful for deciding appropriate strategies? 7+3

(e) (i) Discuss the meaning of strategic hierarchy.

(ii) What do you understand by vision and mission statements? 5+5

- (f) Explain the meaning and importance of corporate restructuring. 5+5

[Internal Assessment - 20 Marks]
