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R-19

Code: 9P1A41

M.B.A. IV Semester Supplementary Examinations April 2023

Strategic Management

Max. Marks: 60

Time: 3 Hours

Answer *all five* units by choosing one question from each unit (5 x 12 = 60 Marks)

UNIT-I

1. Explain the various phases of strategy formulation with an illustration.

OR

2. What is strategic intent? Distinguish between vision, mission, objectives and goals?

UNIT-II

3. Explain the process of environmental scanning?

OR

4. What is SWOT analysis? How does it help in strategy formulation?

UNIT-III

5. Explain BCG Matrix? What is the logic of this model? What are the model's limitations?

OR

6. Critically examine porter's five forces model for studying competitive environment of an industry?

UNIT-IV

7. What do you mean by corporate level strategies? Explain with suitable examples?

OR

8. Compare the merits and demerits of horizontal integration and vertical integration?

UNIT-V

9. What do you mean by strategy implementation? What are the important issues involved in it?

OR

10. Discuss the process of strategic evaluation and control in detail.
