

**NEW**

**2016**

**M B A**

**4th Semester Examination**

**Subject : STRATEGIC MARKETING**

**PAPER—404**

*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.*

1. Answer any *four* of the following questions : 4×5
  - (a) Define 'Strategic Management'. Also explain the concept of strategic management. 5
  - (b) Point out the basic features of 'Vision' and 'Mission' statements. Give at least two examples each of 'Vision' and 'Mission' statements. 4+1

*(Turn Over)*

- (c) What is 'Expansion Strategy'? When does a company go for this type of strategy? What are the different forms of expansion strategy? 1+2+2
- (d) Describe in brief the General Electrics model of portfolio analysis. 5
- (e) What are the Strategic Financial Ratios? Describe the Leverage Ratios. 1+4
- (f) Write a note on the evolution of strategic management. 5
2. Answer any *two* of the following questions : 2×10
- (a) What is 'Portfolio Analysis' in the context of strategic management? Explain 'BCG' model of portfolio analysis. 2+8
- (b) What do you mean by 'Corporate Restructuring'? What are the major types and forms of corporate restructuring? What, according to you, may be the motives behind any business combination? 2+5+3
- (c) What is a 'Strategic Business Unit'? At what organisational levels different types of strategies are considered? Give a brief description of those different levels and their corresponding focus areas. 2+2+6

3. Answer any *four* of the following questions : 4×5
- (a) Explain the term 'Strategy'.
  - (b) Discuss the different sources for collecting information for environmental scanning.
  - (c) What is 'SWOT' analysis? Explain with an example.
  - (d) Write a short note on the business environment.
  - (e) What do you understand by environmental scanning?
  - (f) Discuss the term 'Strategic Advantage Profile'.
4. Answer any *two* of the following : 2×10
- (a) Discuss the strategic management process.
  - (b) (i) Explain the relevance of business environment in strategy making.  
(ii) Discuss the 'TOWS Matrix'. 5+5
  - (c) (i) What do you understand by the term 'Core Competence'? Explain its importance.  
(ii) Discuss the 'VRIO Model' as given by Barney. 5+5

**[ Internal Assessment : 20 Marks ]**