

**2019**

**MBA**

**4<sup>th</sup> Semester Examination**

**STRATEGIC MANAGERIAL**

**PAPER MBA404**

**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.

**(Turn Over)**

**Group A**

Answer any **EIGHT (08)** of the following questions : 8x5=40

1. What do you mean by Strategy ? Discuss in brief the levels of strategy.
2. What is a mission statement ? Differentiate between a mission statement and vision statement.
3. Explain SOWT analysis in the form of a matrix .
4. What are the major characteristics of an effective strategy evaluation system ?
5. Discuss in brief BCG matrix.
6. Write down the basic framework of strategic process.
7. Is there any relation between strategy formulation and strategy implementation ?  
– Discuss.
8. What is Matrix structure ? Write down the advantages of matrix structure
9. What is out sourcing? Write down the major issues associated with outsourcing.
10. How strategic planning and strategic management are interrelated to each other ? Which comes first?
11. Write a short note on portfolio analysis.
12. State the role of leadership implementation in strategy.

**Group – B**

Answer any **FOUR** of the following questions : 4x10

13. Discuss the Porter's five forces model of external analysis .
14. What is Value Chain Analysis ? Describe Primary activities and support activities that add to the value of a business enterprise.
15. What do you mean by Operational Control? Discuss about various steps Involved in the process of Operational Control.
16. What do you mean by stability strategy? Mention the feature of a stability Strategy. Write down the objective of stability strategy.
17. What is 'Expansion Strategy' ? When does a company go for this type of strategy? What are the different forms of expansion strategy?
18. What is a Strategic Business Unit? At what organizational levels different types of Strategies are considered? Give a brief description of those different levels and their corresponding focus areas.

**[ Internal Assessment 20 Marks]**