

MBA 4th Semester Examination, 2024

MBA

(*Strategic Management*)

PAPER – MBA-405 (Old)

Full Marks : 100

Time : 3 hours

Answer **all** questions

The figures in the right hand margin indicate marks

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

A. Answer any *eight* of the following questions :

5 × 8

1. What is functional strategy ?
2. “The business environment is fast-changing”. Explain the statement.

(Turn Over)

3. Explain the role of WTO in international trade.
4. What do you mean by SBU ?
5. Explain the need for setting long-term objectives.
6. Explain the term 'environmental analysis'.
7. Explain the role of corporate managers for managing businesses.
8. Explain the importance of strategy for businesses.
9. Describe the concept of 'expansion strategies'.
10. Explain the term 'strategies alliance' with example.

11. What is organizational appraisal ?

12. Explain the concept of 'strategic implementation'.

B. Answer any *four* of the following questions :

10 × 4

13. (i) Discuss the circumstances in which retrenchment strategies are considered by managers.

(ii) Describe the importance of business level strategies.

14. Describe the process of strategic management.

15. Explain the objectives of corporate level strategies.

3 + 7

16. Describe the BCG matrix.

17. What are the different ways of international expansion? Explain any two of them. 3 + 7
18. (i) Describe the importance of managing cultural diversity for multinational corporations. 4
- (ii) Discuss, in brief the industry life cycle. 6

[Internal Assessment — 20 Marks]
