

**MBA 4th Semester Examination, 2024**

**MBA**

( *Strategic Management* )

PAPER – MBA-402

*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 are strategic business units ?
2. Discuss in brief intensification strategies.
3. Describe vertical and horizontal integration with an example for each.

4. Explain TOWS and its implications for strategic decision making. 3 + 2
5. Describe stability strategy.
6. Explain the concept of strategic control.
7. What is the relationship between strategic formulation and strategic implementation ?
8. What is 'stuck in the middle' strategy ?  
How can it be avoided ? 2 + 3
9. Discuss the circumstances in which retrenchment strategies are adopted.
10. Describe the concept of environmental scanning.
11. Briefly discuss the Balanced Scorecard.

12. Explain the concept of synergistic and non-synergistic diversification.

B. Answer any *four* of the following questions : 10 × 4

13. Give an overview of the Porter's Five Forces model. Discuss its applicability for strategy-making. 6 + 4

14. What is BCG Matrix ? How is it useful for managers ? 7 + 3

15. Discuss value chain analysis. How is it useful in organizational improvement ? 7 + 3

16. Describe the concept of corporate restructuring. How is it important for businesses ? 6 + 4

17. Discuss the strategic management process.

18. Explain the following terms : Benchmarking and PESTLE analysis. 5 + 5

**[ Internal Assessment – 20 Marks ]**

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