

**MBA 4th Semester Examination, 2025**

**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*

**GROUP—A**

**Answer any *eight* questions from the following :**

**5 × 8**

- 1. Discuss the term 'strategy'.**

*( Turn Over )*

2. What are the features of strategic goals? Give an example of such goal.
3. Explain parenting strategy in the context of corporate strategy.
4. Give an overview of the strategic management process.
5. Explain the role of leadership in implementation.
6. Discuss the circumstances in which companies adopt expansion strategies.
7. Write a short note on ETOF.
8. Discuss Ansoff's growth matrix.
9. Make a comparison between corporate level strategy and business level strategy.

(Continued)

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10. Write a brief note on strategic business unit.
11. Discuss benchmarking.
12. Describe stability strategies.

**GROUP-B**

Answer any *four* questions from the following :  
10 × 4

13. (i) How is business environment relevant for strategy-making ?
- (ii) Discuss the issues priority matrix. 5 + 5
14. (i) What is SWOT analysis ?
- (ii) Discuss the importance of environmental scanning. 6 + 4
15. Discuss value chain analysis. Explain its relevance in organisational improvement.

16. Describe the different ways of internationalisation by business.

17. 'BCG matrix is a very important tool for managers'. Describe the matrix and its importance in the light of the above statement.

18. What is corporate restructuring? Explain the terms: Financial restructuring and Technological restructuring.  $4 + 3 + 3$

[ Internal Assessment — 20 Marks ]