

Krishna Kanta Handiqui State Open University
MBA 4th Sem. Examination, 2014
Strategic Management Paper - 14

Time : 3 Hrs.

Full Marks : 80

1. Answer any five from the following questions 2×5 =10
(each within 50 words)
 - (a) Mention the distinct capabilities associated with core competency of a competitive advantage.
 - (b) What is meant by conglomerate merger?
 - (c) Mention four characteristics of a maturing industry.
 - (d) Define the term 'intrapreneur'.
 - (e) What is meant by company profile?
 - (f) State the concept of knowledge process outsourcing.
 - (g) Name the characteristics of a stagnating industry.
2. Answer any three from the following questions 4×3 =12
(each within 100 words)
 - (a) How does the mission statement of a company differ from its vision statement?
 - (b) How is the focus theory different from cost leadership and differentiation strategy.
 - (c) Explain four common structural characteristics of emerging industry.
 - (d) Write a brief note on emotional intelligence on a strategic leadership trait.

- (e) State the concept of strategic intent in strategic management.
3. Answer any three from the following questions 6×3 =18
(each within 250 words)
 - (a) Discuss the value chain model suggested by Michael Porter in competitive analysis.
 - (b) Write a short note on emerging and changing environment of outsourcing.
 - (c) Write a note on strategic options for fast changing markets.
 - (d) State the ideal framework of sound corporate governance.
 - (e) Explain the meaning and component of SWOT analysis.
4. Answer any four from the following questions 10×4 =40
(each within 400 words)
 - (a) State the rationale of undertaking mergers and acquisitions as a strategic choice.
 - (b) Explain the concept of corporate restructuring with its different forms.
 - (c) Describe the various components of external environment in the context of 'PESTEL' framework.
 - (d) State the reasons of fragmentation of industries. Also state how would you formulate a sound strategy for fragmentation of industry.
 - (e) Discuss the responsibility of Board of Directors in Observance of sound corporate governance in India.
 - (f) Enumerate the conditions which facilitate growth of intrapreneurship in a corporate enterprise. Do you favour any reward for such intrapreneur?