

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
MBA 4th Sem. Examination, 2015
MBA(S4)14-STRATEGIC MANAGEMENT

Time: 3 hours

Maximum marks: 80

The figures in the margin indicate full marks for the questions

- 1 Answer any five questions from the following 2×5=10
(each within 50 words)
 - a Define strategic intent.
 - b What is horizontal mergers?
 - c What is strategic leadership?
 - d State two reasons for the need of corporate governance.
 - e What do you mean by organizational culture?
 - f What is overall cost leadership strategy?
 - g What is 'QUEST'?

- 2 Answer any three questions from the following 4×3=12
(each within 100 words)
 - a Discuss the differentiation strategy adopted by a firm. Also state the various forms of differentiation.
 - b What is stagnating industry? Discuss different strategies adopted by stagnating industries.
 - c Write a note on strategic options for fast changing markets.
 - d What is 'vision' and 'mission' of a company? Discuss.
 - e Discuss any four characteristics of a maturing industry.

- 3 Answer any three questions from the following 6×3=18

(each within 250 words)

- a Discuss the concept of value chain as suggested by Michael Porter.
 - b What is corporate restructuring? Discuss any two forms of restructuring.
 - c What is fragmented industry? Give any four reasons for industry fragmentation.
 - d Write short notes on 'intrapreneurism'.
 - e Explain how SWOT analysis can help in formulation of corporate strategy.
- 4 Answer any four questions from the following 10×4=40 (each within 400-500 words):
- a Discuss five force model of porter to face industry competition.
 - b Discuss the generic strategies adopted by organizations to get competitive advantage.
 - c Write short notes on :
 - (i) Maturing industries
 - (ii) Corporate governance and management
 - d Discuss the role of leaders in business organization. What are the different sources from which a leader derives his power?
 - e Discuss the responsibility of Board of directors in observation of sound corporate governance in India.
 - f Write short notes on :
 - (i) BPO and KPO
 - (ii) HR outsourcing