

Strategic Management.

[Time: 03.00 Hrs]

[ Marks: 60 ]

Please check whether you have got the right question paper.

N.B:

1. Q.1 is compulsory and carries 20 Marks.
2. Attempt any four questions from Q.2, Q.3, Q.4, Q.5, Q6 and Q7.  
Each of these questions carry 10 Marks.
3. Figures to the right indicate full marks.

Q1 Attempt all MCQs:

(20 Marks)

(i) Strategic management refers to:

- a) The day-to-day operations of a company
- b) The process of formulating and implementing strategies
- c) The financial planning of a company
- d) The recruitment and selection of employees

(ii) Which of the following is NOT a step in the strategic management process?

- a) Strategy implementation
- b) Strategy evaluation
- c) Strategy termination
- d) Strategy identification

(iii) SWOT analysis stands for:

- a) Strengths, weaknesses, opportunities, threats
- b) Sales, workforce, operations, technology
- c) Suppliers, wholesalers, operations, transportation
- d) Strategic, workforce, operations, tactical

(iv) Which of the following is an example of a corporate-level strategy?

- a) Cost leadership
- b) Differentiation
- c) Concentration
- d) Vertical integration

(v) A competitive advantage refers to:

- a) The ability to offer products at the lowest price in the market
- b) The uniqueness of a product or service that offers value to customers
- c) The ability to reach a wide range of customers through effective marketing
- d) The speed at which a company can deliver products to customers

(vi) Which of the following is NOT a characteristic of a well-defined strategic plan?

- a) Specific and measurable objectives
- b) Flexible and adaptable to changes
- c) Detailed operational guidelines
- d) Aligned with the organization's mission and vision

(vii) Porter's Five Forces framework includes all of the following EXCEPT:

- a) Threat of new entrants
- b) Bargaining power of suppliers
- c) Bargaining power of customers
- d) Market saturation

(viii) Which of the following statements is true about strategic alliances?

- a) Strategic alliances involve the merger of two or more companies.
- b) Strategic alliances are temporary partnerships between companies to achieve a specific objective.
- c) Strategic alliances are only formed between competitors in the same industry.
- d) Strategic alliances are primarily focused on reducing competition.

(ix) What does the BCG matrix help in analyzing?

- a) Market growth rate and market share of a company's products
- b) Strengths, weaknesses, opportunities, and threats of a company
- c) Competitive forces in an industry
- d) Customer preferences and buying behavior

(x) Which of the following is NOT a potential risk associated with diversification strategy?

- a) Lack of expertise and knowledge in new industries
- b) Increased operational complexity and coordination challenges
- c) Cannibalization of existing products or services
- d) Decreased market share in the current industry

**Q.2. Any two from (a) or (b) or (c):**

**(10 Marks)**

(a) Discuss significance of SWOT analysis and how it can be used to inform strategic decision-making in organizations.

(b) Describe the concept of PESTEL analysis in strategic management.

(c) Discuss various diversification strategies.

**Q.3. Any two from (a) or (b) or (c):**

**(10 Marks)**

- (a) Discuss various strategies in VUCA world.
- (b) Explain 7S McKinsey model.
- (c) Analyze the different categories of products in the BCG matrix (i.e., Stars, Cash Cows, Question Marks, and Dogs).

**Q.4. Any two from (a) or (b) or (c):**

**(10 Marks)**

- (a) Discuss Porter 5 Forces's Model.
- (b) Discuss the elements of Competitive Advantage.
- (c) Describe resources and capabilities as core competencies.

**Q.5. Any two from (a) or (b) or (c):**

**(10 Marks)**

- (a) Difference between value chain and supply Chain.
- (b) Explain the blue ocean strategy with its examples.
- (c) Why Companies Expand into Foreign Markets?

**Q.6. Any two from (a) or (b) or (c):**

**(10 Marks)**

- (a) What are the main reasons organizations form joint ventures?
- (b) Define a strategic alliance.
- (c) Discuss the main reasons for Mergers and Acquisitions (M&A) Activity.

**Q.7. Any two from (a) or (b) or (c):**

**(10 Marks)**

- (a) Give various reasons and causes of organizational change.
- (b) Define change management.
- (c) Explain the various components of Strategic Management Process.

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