

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

CLASS: MBA
BRANCH: MBA

SEMESTER : II
SESSION : SP/19

SUBJECT: MT414 STRATEGIC MANAGEMENT

TIME: 3:00 HOURS

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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- Q.1(a) Why is there a need of strategy and strategy management? [5]
Q.1(b) Explain the need and importance of vision, mission, goals and objective of an organization. [5]
- Q.2(a) Explain the components of environment in strategic management. [5]
Q.2(b) Discuss any two-environment scanning technique. [5]
- Q.3(a) Explain the Glueck's Model. [5]
Q.3(b) Discuss the different corporate level strategies. [5]
- Q.4(a) What are the risk and benefits of cost leadership? [5]
Q.4(b) Explain the steps of strategic management process. [5]
- Q.5(a) Explain the BCG matrix with examples. [5]
Q.5(b) What is the procedure of allocation of funds to projects? [5]

::::::03/05/2019::::::M