

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

CLASS: MBA
BRANCH: MANAGEMENT

SEMESTER : II
SESSION : SP/2022

SUBJECT: MT414 STRATEGIC MANAGEMENT

TIME:

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) Define nature and scope of strategy management. [5]
Q.1(b) Explain strategic decision making with the help of real life example. [5]
OR
Q.1(c) Explain the process of strategic management [5]
Q.1(d) If you are a business analyst, what strategies will you make to manage crisis situation? [5]
- Q.2(a) Explain ETOP and SWOT analysis with example. [5]
Q.2(b) Define different components of environment in detail. [5]
OR
Q.2(c) Explain value chain analysis with an example. [5]
Q.2(d) Describe the different critical success factors in detail. [5]
- Q.3(a) Explain expansion and retrenchment strategy and when each should be applied. [5]
Q.3(b) Describe Porter's framework of competitive strategies. [5]
OR
Q.3(c) Explain the concept and importance of core competence [5]
Q.3(d) What is synergy? Why is it important for a manufacturing organization? [5]
- Q.4(a) Describe BCG matrix. [5]
Q.4(b) Brief about the role of leadership and corporate culture for organizational success. [5]
OR
Q.4(c) What are the challenges and issues related to implantation of a project? [5]
Q.4(d) Explain the importance of resource allocation. [5]
- Q.5(a) What are the techniques of strategic evaluation? [5]
Q.5(b) Brief about the role of leadership and corporate culture for organizational success. [5]
OR
Q.5(c) Explain the importance of ethics in formulation and implementation of strategic decisions for any organization. [5]
Q.5(d) Explain with example the concept of strategy and operational control. [5]

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