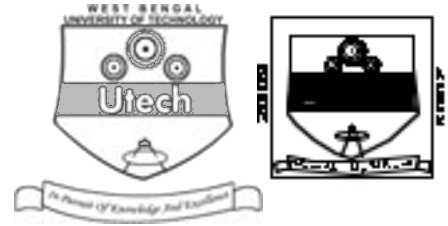


STRATEGIC MANAGEMENT (SEMESTER - 4)

CS / MBA / SEM-4 / MB-403 / 09



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the Candidate

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CS / MBA / SEM-4 / MB-403 / 09
ENGINEERING & MANAGEMENT EXAMINATIONS, APRIL – 2009
STRATEGIC MANAGEMENT (SEMESTER - 4)

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
2. a) In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 b) For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
4. Read the instructions given inside carefully before answering.
5. You should not forget to write the corresponding question numbers while answering.
6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
7. **Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
9. Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

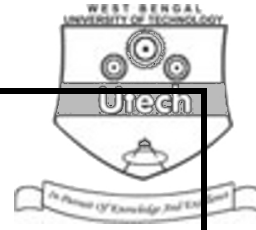
FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

	Group – A					Group – B					Group – C						
Question Number																Total Marks	Examiner's Signature
Marks Obtained																	

.....
Head-Examiner / Co-Ordinator / Scrutineer

4412 (21/04)



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ENGINEERING & MANAGEMENT EXAMINATIONS, APRIL - 2009
STRATEGIC MANAGEMENT
SEMESTER - 4



Time : 3 Hours]

[Full Marks : 70

GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following : 10 × 1 = 10

i) BCG stands for

- a) Bush Consulting Group
- b) Beston Consulting Group
- c) Bridge to Consulting Group
- d) Boston Consulting Group.

ii) SBU stands for

- a) Secondary Business Unit
- b) Separate Business Unit
- c) Strategic Business Unit
- d) none of these.

iii) One of the components of Generic Strategy is

- a) Harvesting strategy
- b) Core competencies
- c) Overall price leadership
- d) Overall cost leadership.

iv) The primary goal of Strategic Management is to increase the

- a) level of employee motivation
- b) quality of managerial decision
- c) retained earnings
- d) shareholder's wealth.

v) Mission is a

- a) short-term phenomena
- b) long-term phenomena
- c) medium term phenomena
- d) all of these.



vi) In the case, where an organisation acquires its suppliers is an example of

- a) Horizontal integration
- b) Forward vertical integration
- c) Backward vertical integration
- d) Downstream vertical integration.

vii) One of the retrenchment strategy includes

- a) divestment strategy
- b) diversification strategy
- c) stability strategy
- d) profitability strategy.

viii) Strategic surveillance is a type of

- a) strategic choice
- b) strategic control
- c) strategic implementation
- d) none of these.

ix) CSF stands for

- a) Corporate Success Factor
- b) Critical Success Factor
- c) Customer Satisfaction Factor
- d) Customer service Facility.

x) Overall cost leadership is a part of

- a) Porter's Generic Strategy
- b) Maslow's Motivational Theory
- c) Drucker's Management Theory
- d) none of these.

xi) Which of the following is a measure of strategic evaluation ?

- a) Earning per share
- b) Working capital cycle
- c) Performance appraisal system
- d) Balanced score card

xii) PEST is the abbreviation of

- a) Personal, Economic, Social, Technique
- b) Political, Economic, Social, Technological
- c) Power, Economic, System, Technological
- d) Pressure, Environment, Social, Technique.



5

GROUP – B

(Short Answer Type Questions)

Write short notes on any *three* of the following



3 × 5 = 15

2. Strategic Management Process.
3. 7-S Framework.
4. BCG Matrix.
5. Levels at which strategy operates.
6. Turnaround strategy.

GROUP – C

(Long Answer Type Questions)

Answer any *three* questions.

3 × 15 = 45

7. a) What is Porter's five forces model ?
b) What is the advantages of Porter's model in determining the core competency ?
c) Is Porter's model related in any way to TOWS matrix ? 7 + 5 + 3 = 15
8. Discuss the strategic factors, which a decision maker would identify in a company's external environment. 15
9. What are the benefits and risks associated with these business strategies :
a) Cost Leadership.
b) Differentiation.
c) Focus. 5 + 5 + 5
10. As a CEO of a FMCG business unit, describe how would you proceed to develop suitable business strategies for marketing your range of products. 15
11. Describe and explain the application of the strategies of strategic control. Explain how a comprehension system of strategic control will operate in a large sized business organisation. 8 + 7 = 15

END