STRATEGIC MANAGEMENT (SEMESTER - 4)

CS/MBA/SEM-4 (PT)/MB-403/09

1.	Signature of Invigilator				a a	2	Jì⊚ Ĉ	ch R		*)
2.	Signature of the Officer-in-Charge	No.									
	Roll No. of the Candidate										

CS/MBA/SEM-4 (PT)/MB-403/09

ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE - 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.

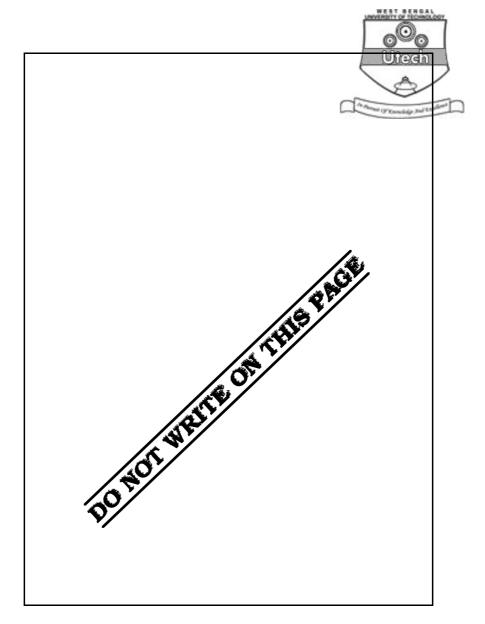
No additional sheets are to be used and no loose paper will be provided

FOR OFFICE USE / EVALUATION ONLY Marks Obtained Group - A Group - B Group - C Question Number Marks Obtained Marks Obtained

Head-Examiner/Co-Ordinator/Scrutineer

51011 (08/06)







STRATEGIC MANAGEMENT SEMESTER - 4

Time: 3 Hours [Full Marks: 70

GROUP - A

			(Multiple Choice Type Questions)					
1.	Cho	Choose the correct alternatives for any <i>ten</i> of the following :						
	i)	Dive	ersification means					
		a)	market penetration					
		b)	market development					
		c)	product development					
		d)	both product and market development.					
	ii)	Dive	estment strategy is another form of					
		a)	retrenchment strategy					
		b)	selling shares to another company					
		c)	buying more shares from the market					
		d)	privatisation.					
	iii)	Syne	ergy refers to					
		a)	maximization of output					
		b)	maximization of output considering individual inputs					
		c)	optimum allocation of resources					
		d)	amalgamation.					

51011 (08/06)



iv)	ETC	OP refers to								
	a)	Environmental Treatment of Organization's Portfoliolech								
	b)	Environmental Threat & Opportunity Profiling								
	c)	Environmental Threat, Operations & Production								
	d)	None of these.								
v)	Obje	ective must be								
	a)	specific	b)	measurable						
	c)	time bound	d)	all of these.						
vi)	Core	e competence is								
a) what the firm used to perform exceedingly well										
	b)	what the firm does exceedingly well								
	c)	what the competitors do not d	lo at al	1						
	d)	what the competitors do bette	r.							
vii)	Exit	barrier means								
	a)	obstacles to leaving an indust	ry							
	b)	existing problems of a particu	lar ind	ustry						
	c)	export of products								
	d)	none of these.								

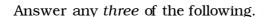


viii)	Turn	Turn around strategy involves								
	a)	activating constantly a sick uni	it	Utech						
	b)	liquidation strategy		To Administ by Knowledge Stade Englished						
	c)	retrenchment strategy								
	d)	none of these.								
ix)	Forw	vard integration refers to assumi	ng the	role of						
	a)	the customer	b)	the supplier						
	c)	the competitor	d)	all of these.						
x)	Strat	tegic leadership is primarily the								
	a)	same as operational leadership								
	b)	responsibility of the marketing head of an organization								
	c)	responsibility of the finance head of an organization								
	d)	responsibility of the top management of an organization.								
xi)	Horizontal merger takes place									
	a)	when a firm acquires other firms in unrelated business								
	b)	when a firm acquires other firms in related business								
	c)	when a firm acquires technology of other firms in unrelated business								
	d)	none of these.								



GROUP – B

(Short Answer Type Questions)





2. Define corporate planning. What are its objectives?

2 + 3

- 3. Define the concept of ETOP & SAP.
- 4. How do you analyse Ansoff's product-market matrix?
- 5. State the difference between strategic intent & strategic pasture.
- 6. Define the concept of value chain analysis.

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following.

 $3 \propto 15 = 45$

- 7. a) Highlight the significance of Mckinsey's 7S framework towards achieving synergy of a firm.
 - b) State the usage of strategic management concept in the functional areas of management like marketing, finance, HR and materials. 5 + 10
- 8. a) State the significance if external and internal environment towards strategic decision making.
 - b) Explain the methods for carrying out external and internal environmental analysis. 7+8
- 9. a) State the significance of GE matrix from the point of view of analyzing business portfolio.
 - b) Explain the SPACE analysis that determines a firm's attitude and approach towards selection of strategy. 7 + 8

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- 10. a) State the significance of strategic evaluation and control process. Use a flowchart to show the control process.
 - b) Write down the methods used for operational control

10 + 5

11. Write notes on any two of the following:

 $2 \propto 7\frac{1}{2}$

- a) Merger and Amalgamation
- b) Corporate restructuring
- c) Vertical integration
- d) 3 dimensional business definition.

END