

R19

Code No: 764AA

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV Semester Examinations, February - 2025

STRATEGIC MANAGEMENT

Time: 3 Hours

Max.Marks:75

Note: i) Question paper consists of Part A, Part B.

ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.

iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

PART - A

(25 Marks)

- 1.a) Describe the importance of Competitive Analysis. [5]
- b) Explain TOWS Matrix with an example. [5]
- c) Describe the meaning of Institutionalizing Strategy with an example. [5]
- d) Discuss the need for Takeovers and mergers. [5]
- e) Illustrate the importance of Strategic Audit in strategy control. [5]

PART - B

(50 Marks)

- 2.a) What do you mean by a 'Strategy'? Explain the factors influencing Strategy formulation.
- b) Discuss the strategic management process with an example. [5+5]

OR

- 3.a) How to conduct Environmental Scanning? Elaborate.
- b) What are the competitive advantages of value chain analysis? [5+5]
4. Briefly explain BCG Matrix and GE Model with suitable examples. [10]

OR

5. What are the types of Generic strategies? Write about entry and exit barriers. [10]

- 6.a) Explain the challenges in implementing a strategy.
- b) What do you mean by operationalizing a Strategy? [5+5]

OR

- 7.a) Discuss the strategies to compete in Global Markets.
- b) Explain the link between market leadership and strategy implementation. [5+5]

8. Explain the need for Diversification and brief on different types of Diversification Strategies. [10]

OR

9. What do you mean by Turnaround Strategy? Discuss various types of Turnaround Strategies. [10]

10. What are the qualitative and quantitative bench marking practices to evaluate the performance of a strategy? [10]

OR

11. State the need for Strategy Control. Discuss the guidelines and techniques for proper Control. [10]