

R22

Code No: 784AA

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV Semester Examinations, February - 2025

STRATEGIC MANAGEMENT

Time: 3 Hours

Max.Marks:60

Note: This question paper contains two parts A and B. i) **Part- A** for 10 marks, ii) **Part - B** for 50 marks.

- Part-A is a compulsory question which consists of ten sub-questions from all units carrying equal marks.
- Part-B consists of **ten questions** (numbered from 2 to 11) **carrying 10 marks each**. Each of these questions is from each unit and may contain sub-questions. For each question there will be an “either” “or” choice, which means that there will be two questions from each unit and the student should answer either of the two questions.

PART – A

(10 Marks)

- 1.a) Define Vision and Mission in SM. [1]
- b) Describe the policies and objectives in SM. [1]
- c) Give an example of Defensive Strategy. [1]
- d) Define Generic Strategy. [1]
- e) List out any two types of Organizational Structure. [1]
- f) Mention the connection between strategy and culture. [1]
- g) Give an example of Core Competence of any company. [1]
- h) Give an example of Mergers of any company. [1]
- i) List out any two problems in Measuring Performance. [1]
- j) Mention two important roles of the Strategist. [1]

PART – B

(50 Marks)

- 2.a) Define Strategic Management and explain its process with an example. [5+5]
- b) Describe the factors that shape a company strategy. [5+5]

OR

- 3.a) What is meant by Competitive Advantage? In how many ways a company can achieve Competitive Advantage?
- b) Brief on value chain analysis with an example. [5+5]

4. Explain BCG Matrix and IE matrix with suitable illustrations. [10]

OR

5. What is meant by Strategy Formulation? Explain steps involved in Strategy Formulation and brief on types of strategies. [10]

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

6. Define Organizational Values and explain their impact on Strategy Formulation with suitable examples. [10]

OR

7. Discuss the strategies to be followed for Competing in Global Markets and Internet Economy with a real world examples. [10]

QA QA QA QA QA QA QA G

8. Explain about:
a) The concept of Core Competence
b) The concept of Turnaround Strategy. [5+5]

OR

9. Explain, how Strategies and Competitive Advantage are related in Diversified Companies. [10]

QA QA QA QA QA QA QA G

10. Define Strategy Evaluation and discuss Qualitative and Quantitative benchmarking to evaluate Performance. [10]

OR

11. Explain about: a) Strategic Surveillance b) Strategic Audit. [5+5]

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QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G