

Code No: 764AA

R19

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV Semester Examinations, February - 2024

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) Explain the competitive advantage of any firm. [5]
- b) Compare and contrast offensive and defensive strategy with suitable example. [5]
- c) Explain the need for strategy to compete in the Global markets. [5]
- d) Distinguish between Acquisition and Takeover with an example. [5]
- e) Explain the role of a Strategist in strategy execution. [5]

PART - B

(50 Marks)

2. What aspects must be considered in developing the vision, mission and objectives of an organization? Discuss. [10]

OR

- 3.a) Explain Value Chain Analysis of an organization.
- b) Discuss the role of macro environment in designing a strategy of a firm. [5+5]
- 4.a) Explain the cases for bargaining power of buyers and suppliers of Porter's Five force model.
- b) In this era of uncertainty, is there a need for strategic planning? Discuss. [5+5]

OR

5. Write a note on TOWS Matrix and Market Life cycle Model [10]

- 6.a) Explain how leadership plays an important in the strategy implementation with a suitable case.
- b) Does organizational culture impacts Strategy. Explain [5+5]

OR

7. What is the relationship among organizational structure, control systems, incentives and culture? Discuss. [10]

- 8.a) Discuss the impact of mergers of Indian banks on their performance.
- b) Why firms diversify? Give reasons. [5+5]

OR

- 9.a) Explain how companies manage Turnaround Strategy.
- b) What are the advantages of Joint ventures? [5+5]

- 10.a) Explain the need for Strategic information systems.
- b) What is meant by Strategic Surveillance? [5+5]

OR

11. Discuss the significance of strategic controls in measuring firm performance. [10]