

**R19**

**Code No: 764AA**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA IV Semester Examinations, September - 2023**

**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) Discuss the importance of SWOT analysis in strategic management. [5]
- b) Illustrate the Market Life Cycle Model. [5]
- c) Describe the term Structure. [5]
- d) Explain the role of International Strategies in diversification. [5]
- e) Examine the Problems in measuring performance of strategy. [5]

**PART - B**

**(50 Marks)**

2. Write about:
  - a) Competitive advantage and value chain analysis.
  - b) Factors that shape a company's strategy. [5+5]

**OR**

- 3.a) Explain Industry and Competitive Analysis as a part of Environmental Scanning. [5+5]
- b) Illustrate the process of strategic management. [5+5]
- 4.a) Discuss Porter's Five Force Model.
- b) Brief on types of strategies. [5+5]

**OR**

5. Write about:
  - a) Strategy Formulation.
  - b) Generic Strategies. [5+5]

6. Define the term Strategy and explain strategies for competing in global markets and internet economy. [10]

**OR**

7. What is Strategy Implementation? Explain Planning systems for implementation. [10]
8. What is meant by Mergers, Takeovers and Acquisitions? List out the strategies for Mergers and Acquisitions. [10]

**OR**

9. What is meant by Diversification Strategy? Explain different types of diversification strategies. [10]

QA QA QA QA QA QA QA G

10. Write about:  
a) Strategic surveillance.  
b) Strategy and Corporate Evaluation.

[5+5]

QA QA QA QA QA QA QA G

11. **OR**  
What is Strategy Evaluation and Control? Discuss strategic controls for measuring performance.

[10]

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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

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QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G