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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: VII - THEORY EXAMINATION (2025 - 2026)

Subject: Strategic Management

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- 1-a. Select the statement that best judges a strong vision's role in strategy (CO1, K1). 1
- (a) Guides choices and inspires action
 - (b) Lists daily tasks only
 - (c) Sets desk layout
 - (d) Defines wall color
- 1-b. Choose the profile used to map threats and opportunities (CO2, K1). 1
- (a) ETOP
 - (b) EIS
 - (c) ERP
 - (d) EVA
- 1-c. Choose the strategy aimed at price leadership in broad markets (CO3, K1). 1
- (a) Conglomerate diversification
 - (b) Concentric diversification
 - (c) Forward integration
 - (d) Merger
- 1-d. Decide the framework aligning strategy, structure, systems, skills (supports CO4, K4). 1
- (a) Strategic control
 - (b) Operational control
 - (c) Budget control only
 - (d) Tactical control

1-e.	Select the design step linking objectives to measures in BSC (CO5, K1).	1
(a)	Activity-based costing	
(b)	Absorption-only	
(c)	Random costing	
(d)	Paint costing	
2.	Attempt all parts:-	
2.a.	Interpret the role of strategy in achieving organizational success. (CO1, K2)	2
2.b.	Examine the role of PESTEL analysis in identifying external influences. (CO2, K4)	2
2.c.	Assess the role of strategic alliances in global expansion. (CO3, K3)	2
2.d.	Examine leadership's role in shaping corporate culture. (CO4, K4)	2
2.e.	Analyze strategic moves suitable for emerging, maturing, and declining industries. (CO5, K4)	2
SECTION-B		15
3.	Answer any <u>three</u> of the following:-	
3-a.	Evaluate levels of strategy—corporate, business, functional—through an example. (CO1, K5)	5
3-b.	Analyze industry rivalry using Porter's Five Forces with clear evidence. (CO2, K4)	5
3.c.	Evaluate strategic fit between capabilities and chosen position. (CO3, K5)	5
3.d.	Analyze McKinsey 7S for change alignment across structure and systems. (CO4, K4)	5
3.e.	Create a blueprint to overcome blue ocean implementation hurdles. (CO5, K6)	5
SECTION-C		30
4.	Answer any <u>one</u> of the following:-	
4-a.	Assess the role of strategic intent in shaping resource allocation. (CO1, K3)	6
4-b.	Define competitive advantage. Discuss the role of competitive advantage in strategy formulation with suitable examples. (CO1, K2)	6
5.	Answer any <u>one</u> of the following:-	
5-a.	Analyze a SWOT matrix to identify key strategic issues. (CO2, K4)	6
5-b.	Analyze Porter's Five Forces to determine industry attractiveness. (CO2, K4)	6
6.	Answer any <u>one</u> of the following:-	
6-a.	Assess mergers and acquisitions for synergy realization. (CO3, K5)	6
6-b.	Develop an Ansoff Grid for a business expansion plan with reference to cement industry. (CO3, K5)	6
7.	Answer any <u>one</u> of the following:-	
7-a.	Analyze components of a strategic plan and their interconnections. (CO4, K4)	6
7-b.	Interpret Mintzberg's 5 Ps and link them to practical examples. (CO4, K4)	6
8.	Answer any <u>one</u> of the following:-	
8-a.	Propose customer-centric metrics for long-term growth with reference to aviation industry. (CO5, K6)	6
8-b.	Prepare a balanced scorecard for a service industry firm. (CO5, K6)	6