

Roll No:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

(SEM: III THEORY EXAMINATION (2022-2023))

Subject Strategic Management

Time: 3 Hours

Max. Marks:100

General Instructions:

IMP: Verify that you have received question paper with 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

20

1. Attempt all parts:-

- 1-a. The fundamental purpose for the existence of any organization is described by its 1
(CO1)
(a). Policies.
(b). Mission.
(c). Procedure.
(d). Strategy.
- 1-b. An Organisation's Strategy (CO1) 1
(a). remains set in place longer than the mission and objectives.
(b). generally, forms over a period of time as events unfold.
(c). tends to be formed at the same time the mission is developed and objectives are formulated.
(d). is usually conceived at a single time when managers sit down and work out a comprehensive strategic plan for the next 3-5 years.
- 1-c. Cultural Values is one of the below mentioned factor in Macro Environment. 1
(CO2)
(a). Demographic.
(b). Social.

- (c). Ecological.
(d). Natural.
- 1-d. EFE Matrix is called as (CO2) 1
- (a). External Factor Evaluation.
(b). External Factor Explanation.
(c). External Forces Evaluation.
(d). Economic Factor Evaluation.
- 1-e. Which of the following strategy is mainly used by Adani group (CO3) 1
- (a). Diversification
(b). Expansion
(c). Integration
(d). None of the above
- 1-f. Which strategy would be effective when the new products have a counter cyclical sales pattern compared to an organization's present products? (CO3) 1
- (a). Forward integration.
(b). Retrenchment.
(c). Horizontal diversification.
(d). Market Penetration.
- 1-g. The word tactic is most likely to be associated with (CO4) 1
- (a). Business Strategy.
(b). Corporate Strategy.
(c). Operational Strategy.
(d). Institutional Strategy.
- 1-h. Company seeking ethical standard must purport to (CO4) 1
- (a). Good Employee Relation.
(b). Better Production Portfolio.
(c). Economies of Scale.
(d). Public Disclosure of Policies.
- 1-i. Which of the following is not Porter's generic strategy? (CO5) 1
- (a). Focus.
(b). Market segmentation.
(c). Differentiation.
(d). Cost Leadership.
- 1-j. Which is not a global entry strategy? (CO5) 1
- (a). Exporting.
(b). Joint venture.
(c). Blue ocean strategy.

(d). Merger and Acquisition.

2. Attempt all parts:-

- | | | |
|------|--|---|
| 2.a. | Define Strategy. (CO1) | 2 |
| 2.b. | Enumerate the term strategic group analysis. (CO2) | 2 |
| 2.c. | Briefly explain outsourcing strategies. (CO3) | 2 |
| 2.d. | Define corporate social responsibility? (CO4) | 2 |
| 2.e. | Write a short note about Red Ocean Strategy. (CO5) | 2 |

SECTION – B

3. Answer any five of the following-

- | | | |
|------|--|---|
| 3-a. | List out the Scope and Importance of Strategies. (CO1) | 6 |
| 3-b. | Write a note about the various Levels of Strategies. (CO1) | 6 |
| 3-c. | Elucidate VRIO frame work with suitable examples. (CO2) | 6 |
| 3-d. | Discuss about the major elements and characteristics of Core Competence. (CO2) | 6 |
| 3-e. | Explain the concept of Merger and Acquisition with appropriate examples. (CO3) | 6 |
| 3-f. | Discuss in detail about Mintzberg's 5 Ps. (CO4) | 6 |
| 3-g. | Briefly explain advantages of Blue Ocean strategy. (CO5) | 6 |

SECTION – C

4. Answer any one of the following-

- | | | |
|------|---|----|
| 4-a. | Define strategic intent. Discuss various elements of strategic intent. (CO1) | 10 |
| 4-b. | Explain the characteristics of vision and mission statement with suitable examples. (CO1) | 10 |

5. Answer any one of the following-

- | | | |
|------|---|----|
| 5-a. | Write a brief note about the External Environmental Factor Analysis.(CO2) | 10 |
| 5-b. | Explain the concept of Porter's Five Forces Model with an example.(CO2) | 10 |

6. Answer any one of the following-

- | | | |
|------|---|----|
| 6-a. | Discuss briefly about BCG Matrix. (CO3) | 10 |
| 6-b. | Explain how GE 9 Cell grid is used as a tool of strategic analysis. (CO3) | 10 |

7. Answer any one of the following-

- | | | |
|------|--|----|
| 7-a. | Deliberate in detail about Mc Kinsey's 7s Framework.(CO4) | 10 |
| 7-b. | State the meaning of generic competitive strategies, its types and list out the factors to be considered while using the strategy. (CO4) | 10 |

8. Answer any one of the following-

- | | | |
|------|--|----|
| 8-a. | Discuss in detail about Balance Score Card. (CO5) | 10 |
| 8-b. | Describe various strategies used in emerging industries and fragmented industries. (Co5) | 10 |