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Subject Code:- AMBA0301

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: III - CARRY OVER THEORY EXAMINATION - APRIL 2023

Subject: Strategic Management

Time: 3 Hours

Max. Marks: 100

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

20

1. Attempt all parts:-

- 1-a. Indian Airlines decreasing the airfare on the Delhi-Mumbai sector following the introduction of the no frills airlines would be an example of. (CO1) 1
- (a) Cost leadership
 - (b) Price leadership
 - (c) Focus
 - (d) Market retention
- 1-b. For an actor in Bollywood, his outstanding performance would be a. (CO1) 1
- (a) Strategic asset
 - (b) Core competency
 - (c) Capability
 - (d) None of these
- 1-c. The termination of a firm in which all its assets are sold is known as. (CO2) 1
- (a) Liquidation
 - (b) Consolidation

- (c) Divestment
- (d) None of the above
- 1-d. Under which of the following condition, threat of entry is not high. (CO2) 1
- (a) Initial high capital requirement
- (b) No patents
- (c) High customer loyalty
- (d) Economies of scale
- 1-e. In Ansoff Matrix, how many categories exist. (CO3) 1
- (a) Three
- (b) Four
- (c) Seven
- (d) Ten
- 1-f. Products that appear to be different but can satisfy the same need as other products are called. (CO3) 1
- (a) Substitute products
- (b) Innovative products
- (c) New Products
- (d) None of the above
- 1-g. Identify which of the following strategy is regarded unfair. (CO4) 1
- (a) Collusion
- (b) Strategic alliance
- (c) Differentiation
- (d) Turn around strategy
- 1-h. Everything outside an organization that might affect it is called (CO4) 1
- (a) External environment
- (b) Internal environment
- (c) Remote environment
- (d) None of the above
- 1-i. Basis for the decision making is. (CO5) 1
- (a) Rules
- (b) Procedures
- (c) Goals
- (d) Policies

1-j.	Internal audit is done. (CO5)	1
	(a) Before external audit	
	(b) After external audit	
	(c) Parallel to external audit	
	(d) None of these	

2. Attempt all parts:-

2.a.	Briefly explain business strategy.(CO1)	2
2.b.	Briefly explain the term 'business intelligence'.(CO2)	2
2.c.	Discuss advantage of late mover company in an industry.(CO3)	2
2.d.	Briefly explain natural capital.(CO4)	2
2.e.	Distinguish between multidomestic industry and global industry.(CO5)	2

SECTION B

30

3. Answer any five of the following:-

3-a.	Mention major differences between policy and strategy. (CO1)	6
3-b.	Define business environment. Discuss the importance of business environment for strategy formulation. (CO1)	6
3-c.	Briefly explain the importance of internet as a source of information in environment scanning.(CO2)	6
3-d.	Briefly explain various sources of information for appraising an organization.(CO2)	6
3.e.	Discuss any three limitations of functional strategy.(CO3)	6
3.f.	"Strategy implementation is essentially management of change". Elaborate.(CO4)	6
3.g.	Suggest few strategies to telecommunication companies to save their market share and mitigate the increasing dominance of Jio in telecommunication industry.(CO5)	6

SECTION C

50

4. Answer any one of the following:-

4-a.	Discuss importance of strategic management with suitable examples. (CO1)	10
4-b.	Explain levels of strategy with suitable examples.(CO1)	10

5. Answer any one of the following:-

5-a.	Compare and contrast EFAS and IFAS matrixes.(CO2)	10
5-b.	Discuss the role environmental scanning plays in strategy formulation.(CO2)	10

6. Answer any one of the following:-

- 6-a. Describe the reasons for adopting low cost business strategies to better compete in Indian market.(CO3) 10
- 6-b. List the reasons for adopting divestment strategies.(CO3) 10

7. Answer any one of the following:-

- 7-a. Discuss various methods adopted by strategists to overcome the barriers to strategy implementation.(CO4) 10
- 7-b. Enumerate the different structural mechanisms required to implement a strategy.(CO4) 10

8. Answer any one of the following:-

- 8-a. Discuss implications of increasing bargaining power of customers on strategy formulation and implementation.(CO5) 10
- 8-b. Discuss the reasons for the existence of fragmentation and consolidation of industries.(CO5) 10