

Dr. Sachin Kumar.

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MB 632

Roll Number:

30/11/2022

National Institute of Technology, Hamirpur (HP)

MBA

Branch: MBA

Course Name: Strategic Management (SM)

Time: 03 Hours

Semester: 3rd

Course Code: MB-632

Maximum Marks: 50

Note: Read the questions carefully. All questions are compulsory.

Q1. Do the followings:

*(Comprises two marks each) 2*5=10 marks)*

- i. What are the barriers to strategy implementation?
- ii. Write the four basic types of strategic controls?
- iii. Name the components of triple bottom line and three types of capital in corporate governance?
- iv. With the help of diagram only, explain the relationship between structure and strategy.
- v. What is 80:20 rule of the strategic management evaluation process?

Q2. Consider yourself starting a business related to toothpaste based on ayurvedic ingredients. In accordance to that what will be your strategic intent? *(6 Marks)*

Q3. For any **TWO** of these business strategies: describe how and why they are used: a) cost leadership b) differentiation c) focus. *(6 Marks)*

Q4. Identify and explain the different types of strategies under stability and expansion strategies. Quote examples to explain each of these strategies. *(8 Marks)*

Q5. Considering the different functional areas in an organization of your choice, determine the important factors in each area that influence that organization's capability to implement its strategies. *(6 Marks)*

Q6. Discuss different types of mergers and acquisitions. For a merger to take place, two organizations have to act as either buyer or seller. In accordance to this statement, mention why buyers and sellers wish to merge (two reasons for each). *(2+3= 5 Marks)*

Q7. Draw the GE nine-cell matrix technique used for corporate portfolio analysis. *(4 Marks)*

Q8. Describe the major concerns of financial-marketing plans and policies in the functional and operational implementation process. *(5 marks)*