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Question Paper Code: CMB012



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

MBA III Semester End Examinations (Regular) - January, 2018

Regulation: IARE-R16

Strategic Management

(MASTER OF BUSINESS ADMINISTRATION)

Time: 3 Hours

Max Marks: 70

Answer ONE Question from each Unit

All Questions Carry Equal Marks

All parts of the question must be answered in one place only

UNIT – I

- (a) What is the purpose of mission statement. How mission and vision statements are interrelated. [7M]

(b) What are critical success factors? How do you identify them. [7M]
- (a) Define strategic management and classify the different steps involved in it? Do you think it can be applicable to MBA students to plan their career? Justify your answer. [7M]

(b) How the Porter's five forces model be helpful for industry analysis? Explain with a suitable industry choice of yours. [7M]

UNIT – II

- (a) What factors are to be considered in developing a competitive strategy? [7M]

(b) What are the three important business level strategies or generic strategies ? Explain in brief about each one of them [7M]
- (a) How can a company differentiate with competitive advantage when compared to competitors? Discuss [7M]

(b) What are the common types of driving forces for industry? [7M]

UNIT – III

- (a) Explain the different forms of corporate restructuring in brief. [7M]

(b) What is turnaround strategy? How do you identify that there is need for turnaround strategy? And how do you implement turnaround strategies. [7M]
- (a) Why do companies follow diversification as growth strategy? Discuss the different types of diversification. [7M]

(b) Why do the companies follow mergers and acquisitions as corporate level strategies? Discuss. [7M]

UNIT – IV

7. (a) What are the benefits and costs associated with global strategies. What are the benefits of global strategy and what are the costs? [7M]
- (b) Explain the various strategies to enter in the international markets. [7M]
8. (a) When do you advise the company for strategic alliance? What are the alternatives available? [7M]
- (b) What are the challenges made by the CEO in selection of international strategies? [7M]

UNIT – V

9. (a) Structure comes first or strategy? Analyze your answer with proper justification. Explain SBU structure in detail with its features. [7M]
- (b) Explain the steps in strategic evaluation process. [7M]
10. (a) What are the different steps involved in strategic implementation process? [7M]
- (b) What are the different strategic controls? Discuss. [7M]