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Question Paper Code: CMBB20



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

MBA II Semester End Examinations (Regular) - May, 2019

Regulation: IARE-R18

STRATEGY AND SUSTAINABLE ENTERPRISE

Time: 3 Hours

(MBA)

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) Define strategic management and explain how it helps an organization in attaining the competitive advantage over its competitors. [7M]

(b) Describe the essential characteristics of a mission statement. Why it is so significant for a business unit. [7M]
- (a) Discuss the need to define the relevant environment for an organization so essential for a strategist. [7M]

(b) What are the segments of external environment and explain the 'five force model' of Michael E porter. [7M]

UNIT – II

- (a) Define business level strategy and explain the relationship between a firm's customers and its business level strategy. [7M]

(b) Write about the components of competitor analysis and competitive dynamics. [7M]
- (a) Define industry analysis and explain its relevance in strategy formulation. [7M]

(b) Explain the model of competitive rivalry and write about the purpose of competitive rivalry in business. [7M]

UNIT – III

- (a) What is corporate strategy and explain different types of strategies with examples. [7M]

(b) Distinguish between concentric and conglomerate diversification. [7M]
- (a) Explain the nature and causes of a turnaround strategy. What are the problems in achieving acquisition success and restructuring. [7M]

(b) What is strategic alliance? Describe the reasons for strategic alliances. [7M]

UNIT – IV

7. (a) Discuss the advantage and disadvantage of Global diversification and explain the strategic competitive outcomes in international environment. [7M]
- (b) What are the challenges associated with transnational strategy. [7M]
8. (a) Explain how firms gain competitive advantages in international market [7M]
- (b) What are the advantages of 'Flow of Direct Investment' into a developing nation? [7M]

UNIT – V

9. (a) Outline the advantages and disadvantages of various organisational structures in implementing the strategy. [7M]
- (b) Explain the importance of leadership style in strategy implementation. [7M]
10. (a) Write about the evolutionary patterns of strategy in organizational structure. [7M]
- (b) Explain the nature and importance of strategy evaluation and control. [7M]

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