



## M.B.A. II Semester Degree Examination, October - 2023

### MANAGEMENT

#### Strategic Management

#### (NEP)

Time : 3 Hours

Maximum Marks : 70

**Note :** Answer **any five** questions out of the following questions. Question number **1 (Q 1)** is **Compulsory**. Each question carries **equal** marks.

1. Discuss the various elements of Strategic Management. **14**
2. Do you think business vision should be reviewed and upgraded after every few years ? Justify your answer by giving suitable arguments. **14**
3. Discuss Industry analysis using Porter's five forces theory. **14**
4. You are the CEO of a footwear manufacturing company. Your company manufactures shoes and sandals for both the genders. The designs of the shoes and sandals have not changed over the years. Your shoes sold like hot cakes in early 2000s but now the sales have declined heavily. Analyse the situation using SWOT analysis and suggest appropriate solutions to get the company back on track. **14**
5. What is Strategic Evaluation ? Explain the barriers and requirements of strategic evaluation. **14**
6. Discuss the ways in which a firm can expand. Give suitable examples. **14**
7. "Strategic decisions to be communicated and understood throughout the organisation". Elucidate. **14**
8. Write a brief note on :
  - (a) Organic expansion **5**
  - (b) Diversification **5**
  - (c) Forward integration **4**

