

AS-800

M.B.A. Semester-IV Examination
STRATEGIC MANAGEMENT
Paper – MBA/401

Time : Three Hours]

[Maximum Marks : 70

- N.B. :-** (1) All questions are compulsory.
(2) Figures to the right indicate marks.

SECTION-A

1. (a) Explain the concepts of corporate strategy, policy and planning. Give purpose of it. Justify your answer with proper examples. 14

OR

- (b) Describe in detail the models and phases of strategic management. 14

SECTION-B

2. (a) Discuss the importance and purpose of doing SWOT analysis 7
(b) Carry out the competitive analysis for the smart phones in India. 7

OR

- (c) Why internal corporate analysis is carried out ? Describe in brief the parameters for it. 7
(d) Critical success factors are identified by the companies in order to be successful in their corporate life. Identify the critical success factors for the following companies :

(i) SONY

(ii) PHILIPS

Justify your answer. 7

3. (a) What do you mean by strategic analysis ? Describe in brief its process. 7
(b) For foreign companies, trying to do business in India; apply any suitable display matrix for decision making. 7

OR

- (c) Discuss the opportunity matrix as well as threat matrix for a company. 7
- (d) Reliance launched JIO and crushed the competition. Now the various mobile service provider companies started to find the fitting reply to the new threat in the form of JIO..... Airtel has just come up with the new plan in the market. Analyse the PRICE component of the offer of both the companies. Take this 2015-2016 as the reference year as financial year. You are expected to only analyse the PRICE from the point of view of the companies and the customers. 7

SECTION-C

- 4. (a) What are the various strategic alternatives available to any firm ? Discuss in brief. 7
- (b) Explain in detail, the diversification as the corporate strategy. 7

OR

- (c) Discuss in detail the mergers and acquisitions as the corporate strategy. In which situations these can be adapted by the firms ? Explain some important SEBI guidelines for it. 7
- (d) What do you mean by turn-around management ? Why this strategy is used ? Justify your answer with proper examples. 7

SECTION-D

- 5. M.S.R.T.C. (Maharashtra State Road Transportation Corporation) got the new buses in 1986 which were called as the 'Asiad Buses'..... They were launched as the semi-luxury buses.

Now-a-days the Corporation is again intending to launch new 2,000 buses (many of which would be semi-luxury). It is also anticipated by the people that the Corporation would launch its buses into the luxury category to fight with the private companies. If we look back into the history of the operation and performance of M.S.R.T.C., we could easily find that it has only focused on the semi-rural and rural areas.

The Asiad Buses didn't get the support from the customer too. There are some organizational problems too. There are six divisions and the 3 regional offices. There is a presence of strong trade unions in it.

Considering the about scenario and the changing trends, Competitions, answer the following questions :

- (i) Do you think there is need to change the focus of the business ? Why ? 4
- (ii) Do you think the strategic implementation is dependent on the organizational structure ? 5
- (iii) Do you think M.S.R.T.C. will be successful in their new strategy ? Why ? 5