

AT-1448

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 right indicate marks.

SECTION—A

1. (a) Discuss in detail the Strategic Management Process. 14

OR

- (b) Co-relate Corporate policy, Corporate Planning and Strategic Management and discuss the significance of each in managing and developing the business. 14

SECTION—B

2. (a) What do you mean by SWOT Analysis ? Support your answer with appropriate example. 7

- (b) Carry out Competitive Analysis for Infosys in IT Market. 7

OR

- (c) Discuss the Internal Corporate Analysis. 7

- (d) Carry out SWOT Analysis for Parle for the PARLE 'G' brand. 7

3. (a) What do you mean by Strategic Analysis ? Explain in brief with appropriate examples. 7

- (b) Apply BCG Matrix to the various product lines of Amul India especially Ice Cream, Amul Butter, Amul Ghee, Amul Milk powder. 7

OR

- (c) What is the significance of Operating and Financial Analysis ? Support your answer with appropriate examples. 7

- (d) Apply opportunity Threat Matrix to Idea Cellular (IDEA MOBILE SERVICE PROVIDER) in the Mobile Market. 7

4. (a) Explain in brief the Strategic Alternatives a firm has. 7
(b) As a Strategic Consultant help Govt. of Maharashtra to turn-around the Silk-Cotton Mill clusters in Mumbai. 7

OR

- (c) "Diversification is a natural stage in the life of a to-be Conglomerate." Do you agree ? Justify your answer. 7
(d) Analyse and suggest the Strategic Alternatives for the Famous 'Big Bazar' chain of Super Market/Malls in India. 7

SECTION—C

5. The required type of manpower for the industries and its supply is a major problem from last 20 years as it is proliferated due to globalization and increase in demand.

The Privatisation in Education and opening up the sector for the private players which wanted to do business of education worsen the situation as the required type of manpower was not there at any point of time.

Hence to fulfil the demand, some top companies of India opened the Business Schools and Engineering Colleges.

The Companies got trained, the required manpower from the B-Schools/Engineering Colleges and gave them the jobs in their companies. It has made a little difference.

This move of the companies can be termed as the Integration.

Questions :—

- (i) What type of Integration is used by the companies by opening B-Schools/Engineering Colleges for required type of manpower for them ? Justify your answer. 7
(ii) What do you think about the present scenario of the Education sector being influenced by the Corporates ?
Do you think it is effective to make such Integration Strategy ? Justify your answer. 7