

**MASTER OF BUSINESS ADMINISTRATION  
(NETWORK INFRASTRUCTURE  
MANAGEMENT)  
(MBANIM)**

**Term-End Examination**

**December, 2013**

**MCR-021 : STRATEGIC MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

---

*Note : Section A is compulsory. Attempt any four questions from Section B.*

---

**SECTION - A**

1. Examine/explain and comment upon any four of the following statements : 4x5=20
- (a) The purpose of internal analysis is to match strengths and weaknesses with opportunities and threats.
  - (b) Corporate planning is nothing but budgeting for an extended period.
  - (c) The task of Board of Management is to govern and manage the enterprise.
  - (d) Various types of synergies may prompt a firm to diversify.
  - (e) Economic reforms in India over the last two decades have made the task of corporate management more challenging.
  - (f) There is no real difference between 'Integration' and 'Diversification'.

## SECTION - B

2. (a) Discuss the requirements for effective implantation of a strategy. 10  
(b) Company X intends to take over Company Y and approaches you for advice. What guidelines in general would you suggest to Company X before take over of Company Y? 10
3. (a) Differentiate between Related and Unrelated Diversification, Citing some examples from Indian corporate world. 10  
(b) Is it possible to develop any synergistic efforts in case of Unrelated Diversification? 10
4. (a) What is 'competitive advantage'? Discuss how competitive advantage can be gained? 10  
(b) What different criteria can be used for determining strengths and weaknesses of a firm? 10
5. (a) What mechanisms would you suggest to a company of whose you are the advisor for ensuring that a right strategy is formulated? 10  
(b) Write Note on SWOT Analysis. 10
6. (a) What is BCG Matrix? Briefly discuss its uses and limitations. 10  
(b) Critically examine 7-S Framework for analyzing the health of corporate entity. 10
7. Citing some examples, state under what conditions each of the following strategies can be used, discussing their associated risks and benefits : 20  
(a) Cost leadership;  
(b) Differentiation; and  
(c) Focus