

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

00993

**Term-End Examination
December, 2012**

MCR-021 : STRATEGIC MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

SECTION - A

1. Elucidate and comment on *any four* of the following statements :
- The 7-S Framework is a powerful expository tool.
 - The Indian economic and business environment has changed considerably.
 - Knowledge is a major component of an effective leader.
 - Implementation of strategy requires right organizational structure.
 - The purpose of internal analysis is to match strengths and weaknesses with opportunities and threats.
 - Most of the players in the market-place fight like guerrillas.

SECTION - B

2. "The quality of strategic plans and their implantation depends upon the quality of leadership at all levels". Explain and examine the role of leadership in strategic management.

3. (a) Briefly explain the methodology of preparing BCG matrix. Prepare a BCG matrix with the help of hypothetical data.
(b) How does the GE Planning Grid differ from BCG Matrix ? Explain.

4. What is Turnaround Management and what can be the different turnaround strategies ? Discuss briefly.

5. (a) Describe the strategic management process. What mechanisms would you like to suggest for ensuring that a right strategy exists ?
(b) How does the Product Life Cycle concept help a business organization in choosing a strategy from amongst the several courses generated by it ?

6. (a) What is "competitive advantage." Citing some real life examples, discuss how competitive advantage can be gained ?
(b) Why is the evaluation of strategy before its implementation important ?

7. A company intends to take over another company and approaches you for advice. What guidelines in general would you like to suggest to the company to follow :
- (a) before takeover ; and
 - (b) after takeover.
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