

**MASTER OF BUSINESS ADMINISTRATION
(MBACN)**

Term-End Examination

December, 2013

MCN-013 : STRATEGIC MANAGEMENT

Time : 3 hours

Maximum Marks : 100

*Note : (i) Attempt **any five** questions.
(ii) **All** questions carry **equal** marks.*

1. How are Vision, Mission, Objectives and Strategy evolved ? Is strategic management one time exercise or a dynamic process ? 20

2. Explain levels of Strategic Management at 20
 - (a) Corporate Level
 - (b) Business Level
 - (c) Functional LevelAre these inter - related in any way.

3. (a) What are main components of strategic planning process ? 10
(b) Draw a diagram depicting their inter relationship. 10

4. How should one carry out, internal, micro and macro analysis of business environments ? 20

5. Strategy implementation may necessitate restructuring and re-engineering. What steps should be kept in mind for effective change ? **20**
6. What is stretch concept advocated by CK Prahalad and G Hamel in strategy formulation ? Explain in brief. **20**
7. (a) What is competitive advantage ? **10**
(b) What are its various elements and how are these developed ? **10**
8. Write short notes or **any two** of the following :
(a) BCG Matrix **10x2=20**
(b) Value Chain
(c) Low Cost and Differentiation Strategies
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