

MASTER OF BUSINESS ADMINISTRATION
(MBACN)

Term-End Examination

June, 2013

MCN-013 : STRATEGIC MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

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1. (a) What is Strategic Management Process ? 10
(b) What are its various elements ? 10
 2. (a) What is strategic intent ? 10
(b) How does Vision, Mission and Corporate values help an organisation ? 10
 3. What is the importance of internal analysis? How are core competencies created in an organisation ? 20
 4. (a) How does micro and macro analysis of external environment helps in strategy formulation ? 10
(b) Explain Porter's Five Force Model. 10

5. What are the guidelines for implementation of strategy in an organisation ? Describe steps involved in the process. 20
6. There is always a resistance to change. What are the reasons for resistance to change and how to overcome them ? 20
7. (a) What is diversification of a corporate entity ? 10
(b) How does it affect overall performance ? 10
8. Write short notes on *any two* : 2x10=20
- (a) Matching structure with strategy.
 - (b) Strategy options for entering and competing in Foreign Market.
 - (c) Porter's Value Chain.
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