

September 2014

Master of Business Administration (MBA) Examination
IV Semester**Strategic Management**

Time : 3 Hours]

[Max. Marks : 80

Note : Attempt any four questions from Section A. All questions in this section carries 15 marks each. Section B is Compulsory and carries 20 marks.

Section A

1. Critically explain, taking suitable illustrations, Strategic Decision-Making Process.
2. Define the term "Mission" and Objectives. How Strategic Management is different from Conventional Management ?
3. What is the importance of Analytical tools in Strategic Management? Discuss the various tools of Strategic Analysis.
4. Discuss the phase of developing Strategic Alternatives in Strategic situation. How to deal variations in International alternatives ?
5. Explain the following with illustrations : (a) Contingency Strategies. (b) Nine Cell Planning Grid.
6. What do you mean by "Strategic Implementation" ? Now does strategy implemented in International Setting ?
7. Discuss the process of Strategic Evaluation and Corrective Action, if needed any, with suitable example.

Section B

8. Read the following case - ROBIN HOOD and :
 - (a) Make SWOT analysis, assuming you as consultant of Robin Hood.
 - (b) Develop alternative solutions for Robin Hood; and
 - (c) Give your point of Decision with the reason thereof.

ROBIN HOOD

It was in the spring of the second year of his insurrection against the High Sheriff of Nottingham that Robin Hood took a walk in Sherwood Forest. As he walked he pondered the progress of the campaign, the disposition of his forces, the Sheriffs recent moves, and the options that confronted him.

The revolt against the Sheriff had begun as a personal crusade. It erupted out of Robin's conflict with the Sheriff and his administration. However, alone Robin Hood could do little. He therefore sought allies, men with grievances and a deep sense of justice. Later he welcomed

all that came, asking few questions and demanding only a willingness to serve. Strength, he believed, lay in numbers.

he spent the first year forging the group into a disciplined band, united in enmity against the Sheriff, and willing to live outside the law. The bank's organization was simple. Robin ruled supreme, making all-important decisions. He delegated specific tasks to his lieutenants. Will Scarlett was in charge of intelligence and scouting. His main job was to shadow the Sheriff and his men, always alert to their next move. He also collected information on the travel plans of rich merchants and tax collectors. Little John kept discipline among the men and saw to it that their archery was at the high peak that their profession demanded. Scarlock took care of the finances, converting loot to cash, paying shares of the take and finding suitable hiding places for the surplus. Finally, Much, the Miller's son had the difficult task of provisioning the ever increasing band of Merry-men.

The increasing size of the band was a source of satisfaction for Robin, but also a source of concern. The fame of his Merry-men was spreading, and new recruits poured in from every corner of England. As the band grew larger, their small bivouac became a major encampment. Between raids the men milled about, talking and playing games. Vigilance was in decline, and discipline was becoming harder to enforce. "Why", Robin reflected. "I don't know half the mean I run into these days."

The growing band was also beginning to exceed the food capacity of the forest. Game was becoming scarce, and supplies had to be obtained from outlying villages. The cost of buying food was beginning to drain the bank's financial reserves at the very moment when revenues were in decline. Travelers, especially those with the most to lose, were now giving the forest a wide berth. This was costly and inconvenient to them, but it was preferable to having all their goods confiscated.

Robin believed that the time had come for the Merry-men to change their policy of outright confiscation of goods to one of a fixed transit tax. His lieutenants strongly resisted this idea. They were proud of the Merry-men's famous motto: "Rob the rich to give to the poor." "The farmers and the townspeople," they argued, "are our most important allies," "How can we tax them, and still hope for their help in our fight against the Sheriff?"

Robin wondered how long the Merry-men could keep to the ways and methods of their early days. The Sheriff was growing stronger and becoming better organized. He now had the money and the men was

beginning to harass the band, probing for its weaknesses. The tide of events was beginning to turn against the Merrymen. Robin felt the campaign must be decisively concluded before the Sheriff had a chance to deliver a mortal blow. "But how", he wondered, "could this be done?"

Robin had often entertained the possibility of killing the Sheriff, but the chances for this seemed increasingly remote. Besides, killing the Sheriff might satisfy his personal thirst for revenge, but it would not improve the situation. Robin had hoped that the perpetual state of unrest, and the Sheriffs failure to collect taxes, would lead to his removal from office. Instead, the Sheriff used his political connections to obtain reinforcement. He had powerful friends at court and was well regarded by the regent, Prince John.

Prince John was vicious and volatile. He was consumed by his unpopularity among the people, who wanted the imprisoned King Richard back. He also lived in constant fear of the barons, who had first given him the regency but were now beginning to dispute his claim to the throne. Several of these barons had set out to collect the ransom that would release King Richard the Lionhearted from his jail in Austria. Robin was invited to join the conspiracy in return for future amnesty. It was a dangerous proposition. Provincial banditry was one thing, court intrigue another. Prince John had spies everywhere, and he was known for his vindictiveness. If the conspirators' plan failed, the pursuit would be relentless and retributions swift.

The sound of the supper horn startled Robin from his thoughts. There was the smell of roasting venison in the air. Nothing was resolved or settled. Robin headed for camp promising himself that he would give these problems his utmost attention after tomorrow's raid.

