

**Roll No. ....**  
**5000 25/30/30/40**

**June - July 2019**  
**Master of Business Administration (MBA) Examination**

(Full Time) (New) Fourth Semester  
**FT-402C : STRATEGIC MANAGEMENT**

**(Max. Marks 80)**

**Time 3 Hours!**

**Note : Attempt any eight question. Each question carries 10 marks.**

1. Explain following with example  
(a) Intuitive - Emotional  
(b) Rational - Analytical
2. Explain strategic gap analysis with example
3. Describe the essential characteristics of a mission statement. How are mission statements generally formulated ?
4. Give an example how political legal forces have presented an opportunity or a threat to a particular industry or business organisation ?
5. Suggest a suitable framework for Industry Analysis with respect to telecommunication industry
6. Describe the different forms of diversification and give example of each.
7. Write short notes on : (with example)  
(a) Backward Integration.  
(b) Stability Strategy.
8. Explain with example :  
(a) Takeovers  
(b) Acquisitions.
9. Define portfolio analysis. What are the important issues to be looked into while constructing a business / product portfolio ? How does portfolio analysis help in arriving at a strategic choice?
10. "Resource allocation is one of the important processes in an organization." Explain what are the bases for resources allocation ?
11. "The quality of leadership is an important element of the role of executives in the implementation of strategy. Discuss.

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