

**R07**

**Code No: MB401**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA – IV Semester Examinations, February -2012**

**STRATEGIC MANAGEMENT**

**Time: 3hours**

**Max. Marks: 60**

**Answer any five questions  
All questions carry equal marks**

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1. What do you mean by crafting a strategy? How vision, mission, goals, objectives and core competency can be integrated to craft a strategy. Is it consciously followed by the Indian corporate sector.
2. Explain a model of determining competitive advantage for an organisation. Explain how executives of IT industry scan their business environment.
3. Explain IE matrix and impact matrix with suitable example. How are the different from each other?
4. Explain how strategies are formulated to counter exit and entry barriers created by the soft drinks industry. Why in spite of competence Indian entrepreneurs are not aggressive in this industry? What are offensive and defensive strategies? Give examples.
5. Explain the connection between strategy, structure, leadership and culture . Give example of any company with which you are familiar with.
6. Explain the importance of management of change and turnaround strategies in the context of merges, acquisitions and takeovers.
7. What do you mean by resource based view of a strategic management? If you are director of your business school, how do you ensure 100 placement to all the MBA s?
8. Most organizations, business, developers and charities make the mistake of steam rolling into a project without a sound feasibility study. The importance of one cannot be underestimated.

The information you gather and present in your feasibility study will help you:

- List in detail all the things you need to make the idea work;
- Identify logistics and other problems and solutions;
- Develop marketing strategies to convince a donor, bank or investor that your idea is worth considering as an investment ; and
- Serve as a solid foundation for developing your business plan.

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Even if you have a great idea you still have to find a cost – effective way to market and sell your products and services. This is especially way to market and sell your products and services. This is especially important for store – front retail business where location could make or break your business.

- a) Explain steps for strategic surveillance in the above case.
- b) As a strategist, how would you construct business plan for a banker?
- c) How do you evaluate effectiveness of a corporate strategy?

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