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Total No. of Pages : 01

Total No. of Questions : 08

MBA (Sem.-4)
CORPORATE STRATEGY
Subject Code : MBA401-18
M.Code : 77807

Time : 2 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. Attempt any FIVE question(s), each question carries 12 marks.

1. Discuss in detail the various steps in the process of strategic management. Also explain Mckinsey's 7s Model.
2. "Environmental Scanning is necessary in order to survive for long run and to gain the first mover advantage". Do you agree? Justify. Also explain the ETOP and SWOT techniques of environmental scanning.
3. Critically explain Porter's Five Forces Model. Do you think 5 forces model can be used in today's competitive world?
4. Write a detailed note on :
 - a) Critical Success Factors
 - b) VRIO Framework
5. Define the term Corporate Level Strategies. Discuss various types of corporate level Strategies.
6. Discuss in detail Boston Consulting Group Matrix and Product Life Cycle Matrix.
7. Discuss various projects and procedural issues that can hinder the process of strategy implementation.
8. Discuss various techniques of strategy evaluation with pros and cons of each technique.

Note: Any student found attempting answer sheet from any other person(s), using incriminating material or involved in any wrong activity reported by evaluator shall be treated under UMC provisions.

Student found sharing the question paper(s)/answer sheet on digital media or with any other person or any organization/institution shall also be treated under UMC.

Any student found making any change/addition/modification in contents of scanned copy of answer sheet and original answer sheet, shall be covered under UMC provisions.