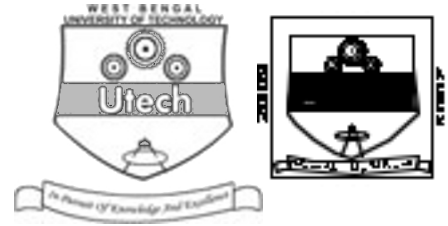


**CS/MBA(SUPPLE)/SEM-4/MB-403/09
STRATEGIC MANAGEMENT (SEMESTER - 4)**



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the Candidate

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**CS/MBA(SUPPLE)/SEM-4/MB-403/09
ENGINEERING & MANAGEMENT EXAMINATIONS, JULY – 2009
STRATEGIC MANAGEMENT (SEMESTER - 4)**

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

- This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
- Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering.
- You should not forget to write the corresponding question numbers while answering.
- Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
- You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

Question Number	Group – A								Group – B				Group – C				Total Marks	Examiner's Signature		
Marks Obtained																				

.....
Head-Examiner/Co-Ordinator/Scrutineer

S-52002 (15/07)



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STRATEGIC MANAGEMENT
SEMESTER - 4



Time : 3 Hours]

[Full Marks : 70

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following : 10 × 1 = 10
- i) Strategic Factor Analysis Summary Matrix could be prepared by study of
- a) Vision and Mission Statement of company
 - b) Profit and Loss Summary of company
 - c) Income and Expenditure Summary of company
 - d) Internal and External Factor Assessment Summary of company.
- ii) Eight Dimension of quality has been propounded by
- a) Porter
 - b) Garven
 - c) Steiner
 - d) Boston Consulting Group.
- iii) Strategic Planning is meant for
- a) Long Term Planning
 - b) Short Term Planning
 - c) Interim Planning
 - d) None of these.



iv) CSR means

- a) Confidential Statement Record
- b) Customer Satisfaction Record
- c) Corporate Social Responsibility
- d) None of these.

v) Portfolio strategy is a part of

- a) Marketing strategy
- b) Financial Strategy
- c) Corporate Strategy
- d) None of these.

vi) The 'Dog' cell in BCG Matrix denotes

- a) high growth high market share
- b) slow growth high cash reserve
- c) high growth low market share
- d) slow growth relatively low market share.

vii) BCG stands for

- a) Business Consulting Group
- b) Boston Consulting Group
- c) Business Control Group
- d) None of these.

viii) Horizontal Merger takes place

- a) when a firm acquires other firm in unrelated business
- b) when a firm acquires its competitor in related business
- c) when a firm acquires technology of other firms in unrelated business
- d) none of these.



ix) Opportunities and threat of a company can be known by studying

- a) the management structure of the company
- b) the employee profile of the company
- c) the demand and supply analysis of the company
- d) the external environment of the company.



x) Overall cost leadership is the part of

- a) Porter's Generic strategy
- b) Maslow's Motivational theory
- c) Druker's Management theory
- d) none of these.

xi) CSF stands for

- a) Corporate Success Factor
- b) Critical Success Factor
- c) Customer Satisfaction Factor
- d) Customer Service Facility.

GROUP – B

(Short Answer Type Questions)

Write short notes on any *three* of the following.

3 × 5 = 15

2. Merger & Acquisition.
3. BCG Matrix.
4. 7-S Framework.
5. Grand strategies.
6. ETOP.



GROUP – C

(Long Answer Type Questions)

Answer any *three* questions.



3 × 15 = 45

7. Discuss the strategic factors which a decision maker would identify in a company's external environment.
8. As a CEO of a FMCG business unit, describe how you would proceed to develop suitable business strategies for marketing your range of products.
9. Discuss in detail the strategic management process with the help of a diagram.
10. Explain why environmental scanning is necessary at the time of strategy formulation.
11. Explain the use of SPACE analysis, and discuss how that leads to generic strategy analysis.

END