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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**

**(An Autonomous Institute Affiliated to AKTU, Lucknow)**

**MBA**

**SEM: III- THEORY EXAMINATION (2024-2025)**

**Subject: Strategic Management**

**Time: 3 Hours**

**Max. Marks:100**

**General Instructions:**

**IMP:** Verify that you have received question paper with correct course, code, branch etc.

1. *This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.*
2. *Maximum marks for each question are indicated on right hand side of each question.*
3. *Illustrate your answers with neat sketches wherever necessary.*
4. *Assume suitable data if necessary.*
5. *Preferably, write the answers in sequential order.*
6. *No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.*

**SECTION – A**

**20**

1. Attempt all parts:-

- 1-a. A possible and desirable future state of an organization is called 1  
(CO1, K2)  
(a) Mission  
(b) Vision  
(c) Strategy Formulation  
(d) Strategy Implementation
- 1-b. Strategic management handles (CO1, K2) 1  
(a) External Issues  
(b) Management Issues  
(c) Internal Issues  
(d) Administrational Issues
- 1-c. Which of the following is not part of the micro environment? 1  
(CO2, K3)  
(a) Shareholders  
(b) Public  
(c) Competitors  
(d) Technology

- 1-d. ETOP denotes (CO2, K3) 1
- (a) Environmental, Threat and Opportunity Profile
  - (b) Experimental, Threat and Opportunity Profile
  - (c) Environmental, Threat and Opportunity Portfolio
  - (d) Environmental, Threat and Option Profile
- 1-e. What does Stars symbolize in BCG matrix? (CO3, K4) 1
- (a) Introduction
  - (b) Maturity
  - (c) Growth
  - (d) Decline
- 1-f. The GE 9 cell model is based on (CO3, K4) 1
- (a) Industry attractiveness & Business Strength
  - (b) Industry Growth rate & Business Strength
  - (c) Industry Attractiveness & Relative Market Share
  - (d) Industry Growth & Relative Market Share
- 1-g. What is the key benefit of identifying the organisations SBUs? (CO4, K4) 1
- (a) It helps the development of business-level strategies.
  - (b) It makes financial control easier.
  - (c) It prevents a focus solely on market-based criteria.
  - (d) It decreases the complexity of the organisations structures.
- 1-h. What is likely to be the effect of a logical corporate strategy but poor strategy implementation? (CO4, K4) 1
- (a) Strategic weaknesses and under achievement
  - (b) Fragmented performance through strategic and structural flaws
  - (c) Structural and stylistic flaws
  - (d) Effectiveness but little efficiency
- 1-i. Which of the following is a force in the Porter's five forces model of industry attractiveness? (CO5, K4) 1
- (a) opportunity for new entrants
  - (b) opportunity for substitutes
  - (c) bargaining power of suppliers
  - (d) sustainable competitive advantage for customers

- 1-j. The “balanced scorecard” supplies top managers with a view of the business. (CO5, K4) 1
- (a) long-term financial
  - (b) detailed and complex
  - (c) simple and routine
  - (d) fast but comprehensive
2. Attempt all parts:-
- 2.a. Define Vision. (CO1,K2) 2
  - 2.b. Enumerate the term Core Competence.(CO2, K3) 2
  - 2.c. Briefly explain the term diversification. (CO3, K4) 2
  - 2.d. Write a short note on strategic control. (CO4, K4) 2
  - 2.e. Define blue ocean strategy? (CO5, K4) 2
- SECTION – B** 30
3. Answer any five of the following-
- 3-a. List out the importance of strategies. (CO1,K2) 6
  - 3-b. Differentiate between objectives with goals. (CO1,K2) 6
  - 3-c. Elucidate PESTEL analysis with suitable examples. (CO2, K3) 6
  - 3-d. Write a descriptive note on how Air India can revive itself after the acquisition by Tata. (CO2, K3) 6
  - 3-e. Define differentiation strategy. Explain advantages of differentiation strategy with examples. (CO3, K4) 6
  - 3-f. Discuss in detail about 7S framework. (CO4, K4) 6
  - 3-g. Suggest few strategies for a Viksit Bharat@2047.(CO5, K4) 6
- SECTION – C** 50
4. Answer any one of the following-
- 4-a. Explain the conceptual evolution of strategy. (CO1, K2) 10
  - 4-b. Elucidate the different levels of strategy. (CO1, K2) 10
5. Answer any one of the following-
- 5-a. Write a brief note about the porter’s five forces model of competition. (CO2, K3) 10
  - 5-b. Explain the advantages of competitive advantage in detail. (CO2, K3) 10
6. Answer any one of the following-
- 6-a. Discuss about the different growth strategies with examples. (CO3, K4) 10

- 6-b. Explain BCG matrix as a tool for strategic analysis. (CO3, K4) 10
7. Answer any one of the following-
- 7-a. State the meaning of strategic evaluation and control. Explain its various techniques. (CO4, K4) 10
- 7-b. Elucidate in detail about Mc Kinsey's 7s Framework. (CO4, K4) 10
8. Answer any one of the following-
- 8-a. Illustrate the knowledge of using strategies in situations like competing in declining and emerging industries. (CO5, K5) 10
- 8-b. Explain in detail about Balance Score Card. (CO5 , K5) 10