

MMS -519- Strategic Management

MBA- III Semester

School of Management

MM 30 Marks

24/9/2019

Instructions: All questions are of equal weightage. Answer should not exceed 300 words. Corporate / Industry example can be incorporate to support your answers.

Section A (Attempt any three) [3X5 = 15 Marks]

Question 1: Explain the impact of technologies (Web technologies like e-commerce) on the overall strategy of the firm. 5 Marks

Question 2: Define the term vision. How vision incorporates the business philosophy and envisioned future. 5 Marks

Question 3: Explain the role of strategic management for a globally competitive firm. 5 Marks

Question 4: According to Mintzberg, strategists are like blind men who are feeling parts of an elephant and strategy formation is like the elephant thumping across the dessert; the subject area is comprised of different views that make up that elephant. Describe atleast 3 schools of strategy, and explain their premise. 5 Marks

Section B- Attempt any three (3X5= 15 Marks)

Question 1: Are Porter's five forces still appropriate for managing today's business environment? 5 Marks

Question 2: In what ways is knowledge of industry life cycles helpful to the strategic management of organizations? 5 Marks

Question 3: What are the defining characteristics that determine the internal competitive advantage of an organization? 5 Marks

Question 4: How can a PEST (EL) analysis be useful for organizational environmental analysis? 5 Marks