

Total No. of printed pages = 4

63/2 (SEM-4) MBA 4:1

2023

MBA

(Theory Paper)

Paper Code : MBA 4:1

(Strategic Management)

Full Marks – 70

Pass Marks – 28

Time – Three hours

The figures in the margin indicate full marks
for the questions.

SECTION – A

1. Answer any *five* from the following questions :

2×5=10

- (a) What is a focus strategy ?
- (b) What is red-ocean strategy ?
- (c) What is cost advantage ?
- (d) What is requisition ?

[Turn over

- (e) What is a subsidiary company ?
- (f) What is an entrepreneurial mode of strategic decision making ?
- (g) What is divestiture ?

SECTION – B

2. Answer any *four* from the following questions :

5×4=20

- (a) Discuss the characteristics of Strategic decision making.
- (b) Discuss the differences between adaptive mode and planning mode of strategic decision making with suitable examples.
- (c) Make an industry analysis pertaining to monopolistic competition.
- (d) Discuss the importance of core competencies.
- (e) Explain the types of spin-offs.
- (f) Explain the process of re-engineering.

SECTION – C

3. Answer any *four* from the following questions :

7×4=28

- (a) Explain the process of strategic decision making. 7
- (b) What is a Value chain ? Explain the primary activities in a value chain. 2+5=7
- (c) Explain Ansoff's Product Market Growth Matrix. 7
- (d) What is a Start-up firm ? Suggest strategies for a successful start-up firm. 2+5=7
- (e) What is turnaround management ? Explain the stages in a turnaround management. 2+5=7
- (f) What is Joint venture ? What are its benefits ? 2+5=7

SECTION – D

4. Answer the compulsory questions.

Case study :

At Wipro, innovation is used to provide added value to customers. Wipro has an innovation team and employees who work on development of

innovative projects, are rewarded. Projects are executed in three areas : Home networking, Collaboration and Knowledge management. The goal is to shape ideas into products that are viable and marketable. Wipro has employed more than 200 employees working on innovative projects.

Questions :

$6 \times 2 = 12$

(a) What is innovation ? Why is it important ?
 $2 + 4 = 6$

(b) Make a critical analysis on the innovation strategy adopted by Wipro.
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