

School of Finance and Commerce

Commerce
ETE - Jun 2023

Time : 3 Hours

Marks : 50

Sem II - MBAF0804 - Strategic Management

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Define Concentric mergers. K1 CO1 (2)
2. Identify any 2 characteristics of a Joint Venture. K2 CO1 (2)
,CO2
3. Comment on the concept of environmental scanning. K2 CO2 (2)
,CO1
4. State the concept of leverage in the context of strategic management. K1 CO1 (2)
5. Point out major factors determining conditions for Competitive advantage under Porter's Model of Competitive advantage. K1 CO1 (2)
6. Examine various stability strategies that the company may seek. K4 CO3 (6)
,CO5
7. Identify various sources of information that may be used for environmental scanning. K3 CO2 (5)
8. **"Strategic management is a dynamic and continuous process."** In support of the given statement identify various steps that form part of the Strategic management process. K3 CO2 (5)
9. Examine the concept and relevance of the ETOP model in the formulation of an effective strategy by providing a suitable example. K4 CO3 (8)
,CO4
10. **"Competitive advantage is derived from lower cost and differentiation."** Justify the statement to explain any of these strategies. K5 CO5 (8)
,CO4
11. Applying the concept of the Balance Scorecard Approach helps in object-setting in any organization. K3 CO2 (8)