MB-121

Sl.No. : **Total No. of Pages : 2**

Fourth Semester M.B.A. Degree Examination, June - 2023
(Non CBCS) (SLM Scheme)
MANAGEMENT
Strategic Management

Time : 3 Hours **Max. Marks : 80**

Instruction : Answer all the Sections.

SECTION-A

Answer any five sub-questions. Each sub-question carries Three marks.[5 × 3 = 15]

1) a) What is Strategic Management?

b) Discuss strategic planning.

c) What are steps of strategic formulation.

d) What is Environmental Analysis?

e) Discuss the importance of Environmental Scanning?

f) What is PESTLE Analysis?

g) What is core competence?

SECTION-B

Answer any Four questions. Each question carries Five marks. [4 × 5 = 20]

2) Briefly explain the different levels of strategy formulation.

3) Explain the value chain analysis of a firm.

4) Discuss the importance of Strategic Management.

5) Explain the GE Nine cell matrix.

6) Discuss the Strategic Management process.

7) Draw the SWOT matrix & Explain it's components.

SECTION-C

Answer any Three questions. Each question carries Ten marks. [3 × 10 = 30]

8) Explain Porter's Five Force Model.

9) Explain BCG matrix for resource allocation.

10) Discuss nature & scope of Strategic Management.

11) Write a brief note on the components of Mission Statement.

12) Distinguish between Strategic Formulation & Strategic implementation.

SECTION-D

13) Case (Compulsory): [1 × 15 = 15]

Toyota Motor company is midely regarded as a low-cost Producer among the world's motor vehicle market. Despite its emphasis on product quality, low cost & efficient supply chain management, the company is finding hard to position their brand in low cost segment, (Where Maruti Suzuki is leader) in India. The company's brands 'ETIOS & Liva' are picking up sales slowely. Where as the SUV 'Innova' is selling aggressively in Indian market. Now the company want to launch 'Camry' & 'Lexus' both are premium luxury brands to compete with BMW & Audi and capture Indian Market successfully.

Questions :

a) Illustrate some key success factors on which Toyota company can become successful in India.

b) What strategies do you suggest for the company to position their ETIOS & Viva brand in Indian market?

c) What strategies do you suggest to position. Camry & Lexus brands in premium segment?

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