MBHC-3.2

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

Third Semester M.B.A. Degree Examination, June - 2025
(SLM Scheme) (CBCS)
MANAGEMENT
Strategic Management

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

SECTION - A

Answer any five questions. Each question carries five marks **[5 × 5 = 25]**

Q1) Explain the barriers to strategy implementation.

Q2) Explain the strategic decision - making.

Q3) Define value chain analysis

Q4) Define the characteristics of strategic management.

Q5) Elucidate the hierarchy of Strategic Intent.

Q6) How strategy does affect structure?

Q7) Describe the steps in designing an effective control system.

SECTION - B

Answer any four questions. Each question carries ten marks **[4 × 10 = 40]**

Q8) What are the factors to be considered during PESTLE analysis?

Q9) Write a note on:

(A) Power (B) Values

(C) Ethics (D) Social Responsibilities of a Firm

Q10) Explain the nature and importance of strategy evaluation and control.

Q11) Discuss the benefits of merging the Strategic Vision, Objectives and Strategy into a Strategic Plan

Q12) Explain BCG matrix in detail with an example of any firm.

Q13) Explain porter's five force model with an example.

SECTION - C

Q14) **Case (Compu1sory)** **[1 × 15 = 15]**

According to the National Association of Software and Services Companies (NASSCOM), from 1997 to 2002, the Indian Information Technology (IT) industry's revenues grew by 120% from $5 bn to $11 bn. During this period, several IT companies in India achieved global recognition as end-to-end IT solutions providers, ranging from basic software development to IT consultancy. Prominent names in the industry included Tata Consultancy Services (TCS), Infosys Technologies, Wipro, Satyam Computer Services and HCL Technologies. The industry also comprised relatively smaller IT companies such as i-flex Technologies and Ramco Systems (Ramco), which specialized in niche IT segments like banking and manufacturing software.

The importance of Indian IT companies in the global software services and BPO industry. It examines the competitiveness of Indian companies in various segments of the industry including enterprise software, embedded systems, engineering design services and Business Process Outsourcing (BPO). It discusses how, within the industry, smaller focused players like I- flex and Ramco Systems have carved a niche for themselves by concentrating on key verticals such as Banking, Financial Services and Insurance (BFSI) segment and developing globally successful products. The report explains how bigger IT companies in India like Infosys Technologies and TCS are strengthening relationship with their overseas customers. It also examines the challenges faced by the Indian IT companies and the BPO industry.

Questions:

a) Study the trends in the IT software services and BPO industry in India.

b) Examine the competitiveness of the leading and niche players in the IT industry.

c) Understand how smaller companies in a highly competitive software industry can grow by focusing on the niche segments of the industry.

