MBHC-3.2

Sl. No.

III Semester M.B.A. Degree Examination, October/November -2025
MANAGEMENT
Strategic Management
(CBCS SLM Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Five questions. Each question carries Five marks. (5×5=25)

1. Define Strategic Management? Explain its Importance.

2. Briefly explain Peters 5 force Model.

3. Define Environmental Scanning. Explain its methods and Techniques.

4. Explain BCG and GE matrix.

5. Define Strategic Implementation. Explain issues in it.

6. Define Operational Control system. Explain Evaluation techniques of it.

7. Write a note on Value chain Analysis.

SECTION - B

Answer any Four questions. Each question carries Ten marks. (4×10=40)

8. What do you mean by SWOT Analysis, Explain its role in strategic management.

9. Explain PESTEL Analysis.

10. Explain role of Corporate Governance on Strategic Evaluation.

11. What are the challenges faced during strategy implementation? How to overcome it.

12. What is Competitive Advantage? Explain its advantages.

13. Define Turnaround management, Explain different techniques of turn around management.

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SECTION - C

14. Case (Compulsory) **(1×15=15)**

Vodafone and Idea merged in 2018 to survive in the price war triggered by Reliance Jio. However, the merged entity struggled with heavy debt, regulatory dues, and weak brand identity. Despite being India's largest telecom operator initially, Vodafone-Idea lost market share.

Questions :

a) Identify the issues in strategic implementation faced after the merger.

b) Evaluate Vodafone-Idea's strategic response to Jio and Airtel.

c) Suggest possible turnaround strategies for the company.
