

UA-452
M.B.A. IV Semester (FT) Examination-2011
CORPORATE EVALUATION AND STRATEGIC
MANAGEMENT
Paper - CP-401
Time Allowed : Three Hours
Maximum Marks : 80

Section - A :

(Short Answers Type Questions) Note Attempt any four questions.

Q.I. What is the scope of strategic management? (4x8=32)

Q.II. What is SBU level strategy and it helps in the objectives of a company?

Q.III. Identify the role of CEO in strategic management?

Q.IV. What do you understand with Critical Success Factor (CSF)?

Q.V. Define the mission statement of a company?

Q.VI. What do you understand with the Grand Strategy? Give example.

Q.VII. What are organizational values? Discuss in short.

Q.VIII. What do you mean by Merger? Give an example of Indian Company.

Section - B :

"Long Answers - Essay Type"

Note : Attempt any Three questions. (3x16=48)

Q.IX. What are the strategic issues involved in using a joint venture strategy discuss with an Indian example?

Q.X. Discuss the duties and responsibilities of Top Management and what role they play in formulation of strategies.

Q.XI. What are the five competitive forces in an industry as identified by Michael Porter?

Q.XII. What do you understand with management of strategic change? Explain with example.

Q.XIII. What procedural issues are to be considered if a company wishes to seek foreign collaboration?