

25 APR 2019

EXAMINATION APRIL 2019

M.B.A SEM – 04

Strategic Management Paper: 401 Code: 4772

Time: 2.30 Hours

Marks: 70

Note: All Questions carry equal marks

Q.1. As a Mayor of Bhavnagar City design and develop a strategy to nominate Bhavnagar as Smart City of India. 14

Or

M K Bhavnagar University wants to establish its campus abroad. Design and develop a strategy for the same with supportive examples

Q.2. Define Organisational learning, how does it impact strategic management 14

Or

Illustrate in detail about Porter's model and its impact on strategy of a firm

Q.3. Define horizontal integration while citing latest examples 14

Or

Define turnaround strategy and illustrate Indian examples

Q.4. Illustrate BCG matrix. How does it affect strategy formulation 14

Or

Illustrate GE nine cell planning grid. How does it affect strategy formulation?

Q.5. Design and develop strategic control system for a small scale industry 14

Or

Illustrate in detail about strategy evolution in Indian Context