PRN:		Course Code :	PBA301

Second Year **MBA** End Semester Examination Winter 2023

Strategic Management

Day and Date: wednesday, 29/11/2023 Max Marks: **50**

Time : 10.30am to 12.30 pm Duration: **02** hrs

Instructions: All questions are compulsory.

			Marks	Bloom's Level	CLO
Q.1		**Attempt any two from the following**			
	a)	Select any listed Indian company of your choice and assess the company's strategic position.	06	4	3
	b)	Prepare a PESTEL analysis for any listed IT sector company of your choice.	06	6	3
	c)	Conduct an in depth analysis using Porter's Five forces models for an Automobile company in India	06	6	3
Q.2		**Attempt any two from the following**			
	a)	Perform a SWOT analysis of any FMCG Indian company of your choice and analyze the core strengths and weakness.	06	4	2
	b)	Explain the diversification strategies pursued by Reliance Industries Limited since 2005.	06	4	2
	c)	Apply the Ansoff Matrix to analyze and categorize different expansion strategies. Can you provide examples of companies that have successfully implemented each type.	06	3	2
Q.3		**Attempt the following**			
	a)	Explain the various organizational structure and their suitability for various strategies.	06	4	1
	b)	Analyze the role of strategic leaders in shaping an organization's strategic direction and culture.	07	4	1
		OR			
	b)	Examine the role of leadership style on strategy execution.	07	4	1
Q.4		**Attempt the following**			
	a)	Explain the concept of Blue Ocean Strategy and its fundamental principles.	06	2	4
	b)	Discuss any three examples of companies that have successfully aligned their CSR efforts with their strategic decisions to create a competitive advantage in their industry	07	3	4
		OR			
	b)	Describe the ethical and social considerations that an organizations should take into account while making strategic decisions that involve sustainability, social impact, and community engagement.	07	3	4

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