

Exam.Code:0914

Sub. Code: 6750

1058 **EEE**

B.E. MBA (~~Bio Technology~~)

Tenth Semester

IBM-1001: Strategic Management

Time allowed: 3 Hours

Max. Marks: 50

**NOTE:** Attempt five questions in all, selecting atleast two questions from each Unit.

X-X-X

### UNIT - I

- I. What is meant by Internal Appraisal? What are the key areas in which Internal Appraisal is done? What are critical success Factors? (10)
- II. What are the various techniques for Environment Scanning? Discuss in detail? (10)
- III. What is meant by strategy? What is strategic intent? What are the components of strategic intent? (10)
- IV. What is meant by value chain analysis? What are the critical factors that affect value chain analysis? What is the outcome of value chain analysis? (10)

### UNIT - II

- V. Discuss Porters Five forces model? What is its importance? Discuss thus model far the Automobile sector in India? (10)
- VI. How are strategy and technology related? How do you develop, imbibe and new technology? (10)
- VII. What are the various corporate level strategies? Discuss in detail? (10)
- VIII. Write short notes on:-
  - a) BCG Matrix
  - b) Synergy(10)

X-X-X