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SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)

B.Tech III Year II Semester Regular Examinations August-2022

STRATEGIC MANAGEMENT

(Open Elective-IV)

Time: 3 hours

Max. Marks: 60

(Answer all Five Units 5 x 12 = 60 Marks)

UNIT-I

1 Define strategic management. Explain in detail about the components of strategic management process. **L3 12M**

OR

2 Explain with example the terms Mission, the Vision, and the Strategic Intent Statements. Why and when is there likely to be conflict between them? **L4 12M**

UNIT-II

3 Strategic analysis and choice is very important before closing down any unit. Do you agree? Explain with the help of BCG Matrix and GE nine cell matrixes. **L4 12M**

OR

4 Outline the Significance of Porter's Five Forces Analysis. **L4 12M**

UNIT-III

5 Explain the information needed for proper formulation of strategy at corporate, business levels. **L3 12M**

OR

6 Differentiate between horizontal and vertical growth strategy. How do they differ from concentric diversification. **L3 12M**

UNIT-IV

7 Discuss any four growth strategies of an organization to increase their profits. **L4 12M**

OR

8 Differentiate Horizontal Integration and Vertical Integration. **L4 12M**

UNIT-V

9 Discuss about the strategic control techniques adopted by the business organization. **L4 12M**

OR

10 What is Benchmarking? Explain the role of a strategist in evaluating the performance using benchmarking. **L4 12M**

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