

Reg. No:

--	--	--	--	--	--	--	--	--	--

**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)
MBA II Year II Semester Supplementary Examinations October-2020
STRATEGIC MANAGEMENT**

Time: **3 hours**Max. Marks: **60****SECTION – A**(Answer all Five Units **5 x 10 = 50** Marks)**UNIT-I****1** Define Strategy. Explain the process of strategic Management. **10M****OR****2 a** What is environmental scanning? Write about its underlying factors **5M****b** Mission & Vision statements provide a direction to the organization. Discuss. **5M****UNIT-II****3** What is BCG matrix? Explain the blocks in BCG matrix with examples? **10M****OR****4** What is Industry Analysis? Discuss the frame work of industry analysis. **10M****UNIT-III****5 a** Discuss the steps in implementation of strategy. **5M****b** Explain the significance of strategy formulation. **5M****OR****6 a** How do you formulate a strategy at corporate level? Explain it with an example. **5M****b** Differentiate between horizontal and vertical growth strategy. How do they differ from concentric diversification? **5M****UNIT-IV****7 a** Explain the types of Strategies involved in Strategic Management. **5M****b** What is procedural implementation? Explain. **5M****OR****8** “Resource Allocation is a vital part of strategy” why this is vital? Elucidate. **10M****UNIT-V****9** Define strategic control. Explain the guidelines for effective strategic control. **10M****OR****10** What is a diversification strategy? Explain the importance of diversification strategy for an organization. **10M**

SECTION – B
(Compulsory Question)

1 x 10 = 10 Marks

Meters Limited is a company engaged in the designing, manufacturing, and marketing of instruments like speed meters, oil pressure gauges, and so on, that are fitted into two and four wheelers. Their current investment in assets is around Rs. 5 crores and their last year turnover was Rs. 15 crores, just adequate enough to breakeven. The company has been witnessing over the last couple of years, a fall in their market share prices since many customers are switching over to a new range of electronic instruments from the angel of mechanical instruments that have been the mainstay of Meters Limited. The Company has received a firm offer of cooperation from a competitor who is similarly placed in respect of product range. The offer implied the following: (i) transfer of the manufacturing line from the competitor to Meters Limited; (ii) manufacture of mechanical instruments by Meters Limited for the competitor to the latter's specifications and brand name; and (iii) marketing by the competitor. The benefits that will accrue to Meters Limited will be better utilization of its installed capacity and appropriate financial compensation for the manufacturing effort. The production manager of Meters Limited has welcomed the proposal and points out that it will enable the company to make profits. The sales manager is doubtful about the same since the demand for mechanical instruments is shrinking. The chief Executive is studying the offer.

Answer the following questions:

1. What is divestment strategy? Do you see it being practiced in the given case? Explain.
2. What is stability strategy? Should Meters Limited adopt it?
3. What is expansion strategy? What are the implications for Meters Limited in case it is adopted?
4. What are your suggestions to the Chief Executive?

***** END *****