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**MIBH 551**

**Fourth Semester M.B.A. (IB) Degree Examination, September/October 2022  
(Regular and Repeaters)  
International Business  
STRATEGIC MANAGEMENT**

Time : 3 Hours

Max. Marks : 70

**SECTION – A  
(Compulsory)**

**Note :** Answer to the question should **not** exceed **six** pages. **(1×15=15)**

1. Compare and contrast the different schools of strategy thought.

**SECTION – B**

**Note :** Answer **any five, each** question carries **eight** marks. Answer to the question should **not** exceed **five** pages. **(5×8=40)**

2. Explain in detail the components of strategic management process.
3. What is Grand Strategy ? Explain the various differentiation strategies.
4. According to Porter, what determines the level of competitive intensity in an industry ? Explain.
5. Compare SWOT analysis and portfolio analysis.
6. Describe the different levels at which strategy operates.
7. Explain each of the following types of concentric diversification :
  - a) Marketing and technology related
  - b) Technology related
  - c) Marketing related.
8. What do you understand by 'resource allocation' ? Explain how it is critical for the success of strategy implementation.

**P.T.O.**



SECTION – C  
(Compulsory)

**Note :** Answer to the question should **not** exceed **six** pages.

**(1×15=15)**

9. A company wishes to adopt the cost-leadership business strategy for one of its SBUs in Middle East. Develop a vision and mission statement of the company. How should it ensure operational effectiveness in terms of productivity, processes, people and place ? Now suppose, after two years it wishes to change over to a differentiation business strategy, identify the changes it should bring in its approach to attain operational effectiveness.

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