

2071
B. Voc. (Logistic Management)
Sixth Semester
LEM-604: Strategic Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Answer any four of the following:-

- a) What is the difference between merger and acquisition?
- b) Provide basic concept of strategic management.
- c) Briefly explain strategic management process.
- d) Impact of political and technological environment on strategic business.
- e) Explain Porter's five forces model with example. (4x4)

UNIT - I

- II. Explain in detail the concept of strategy and strategy formulation process with examples. (16)
- III. Enlist various corporate restructuring strategies. Support with relevant examples (16)

UNIT - II

- IV. Comment on Globalization and Industry Structure in Strategic Management. (16)
- V. Explain external environment elements that influence strategic decisions. (16)

UNIT - III

- VI. Explain in detail the following models of strategic process followed by relevant examples
 - a) Me Kinsey's 7s framework
 - b) GE 9 Cell Model (16)
- VII. Explain in detail strategic alternatives (Stability, Expansion, retrenchment and combination). (16)

P.T.O.

(2)

UNIT - IV

- VIII. What are the various techniques of strategic evaluation and control? (16)
- IX. Explain new business models approach and various strategies for Internet Economy. (16)

x-x-x