

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI**  
**(END SEMESTER EXAMINATION)**

**CLASS: MBA/PRE-PHD**  
**BRANCH: MANAGEMENT**

**SEMESTER : II**  
**SESSION : SP/2023**

**SUBJECT: MT414 STRATEGIC MANAGEMENT**

**TIME: 3 Hours**

**FULL MARKS: 50**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Before attempting the question paper, be sure that you have got the correct question paper.
  5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	Explain the importance and process of Strategic Management.	[5] 1	2
Q.1(b)	Design the Vision & Mission of an FMCG startup in synchronization with the industry best practices.	[5] 2,3	6
Q.2(a)	Interpret the Strategic Management Environmental Scanning Technique "ETOP" in identifying the market dimensions in the IT Sector.	[5] 3,4	3
Q.2(b)	Argue as to why the industry best practices are not the same as individual organization's "Critical Success Factors (CSF)".	[5] 2,3	5
Q.3(a)	Select the best Corporate Level Strategy which could help a firm fight inflation in the economy.	[5] 4,5	5
Q.3(b)	Develop a marketing strategy which can help the entry of a new product in an old market.	[5] 4,5	6
Q.4(a)	Critique the "Porter's 5 forces model".	[5] 3	5
Q.4(b)	Judge when Corporate Culture helps in better strategic Leadership.	[5] 4	5
Q.5(a)	Relate Strategic Evaluation with value creation at the stakeholder level.	[5] 4,5	4
Q.5(b)	Judge the Strategic implementation of plans in business operations.	[5] 4	5

:03/05/2023:E