

DB--500  
M. B. A. (F.T.) (Fourth Semester)  
EXAMINATION, 2012  
CORPORATE EVOLUTION AND STRATEGIC MANAGEMENT  
(CP-401)

Time : Three Hours  
Maximum Marks : 80

Section—A 8 each  
(Short Answer type Questions)

Note : Attempt any four questions.

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1. What is the role of Strategic Manager ?
2. Define Strategy.
3. What is the Vision of a Company ? Give example.
4. Discuss the concept of core competence of a company.
5. What is the role of a CEO of a company and Board of Directors ?
6. Write short notes on the following :
  - (i) PERT
  - (ii) CPM
7. What is SWOT Analysis ? Discuss with an example.
8. What is SBU (Strategic Business Unit) ? Give an example.

Section-- B            16 each  
(Essay Type Questions)

Note : Attempt any three questions.

9. What is Environmental Threat and Opportunity Analysis (ETOP) ? Discuss its various dimensions.
10. What do you understand with Portfolio analysis? Discuss the BCG Matrix in relation to Consumer Product Company.
11. Discuss the evolution of corporate organizations in India.
12. Discuss the various competitive forces present in Automobile Industry in India keeping in view of Porter's Five Force Model of competition.
13. Discuss regarding Merger and Acquisitions in our country giving examples.