Total pages: 02

MIDNAPORE CITY COLLEGE ESTD 2017 CENTRAL LIBRARY

PG
MBA Semester- 4th Examination, 2026
MASTER OF BUSINESS ADMINISTRATION
PAPER: MBA 402
(STRATEGIC MANAGEMENT)

Full Marks: 80 **Time: 3 Hours**

The figures in the right-hand margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable.

Group-A

Answer any **EIGHT** of the following questions: 8×5=40

1. Explain the importance of strategic management in today's business world.
2. Differentiate between internal and external business environment with examples.
3. Discuss the major stages involved in the strategic management process.
4. What is benchmarking? Discuss its importance in organizational appraisal. 2+3
5. Managers collect information for environmental scanning. In this regard, discuss the different information sources.
6. Explain the VRIO framework for evaluating organizational resources.
7. Discuss the concept of forward and backward linkages in strategic implementation.
8. Explain Ansoff's Growth matrix.
9. Explain Porter's generic strategies.
10. Explain the meaning and importance of functional level strategy with suitable examples. 2+3
11. What do you mean by industry analysis. State its importance. 2+3
12. Make a comparison between strategic control and operational control with examples.

Group-B

Answer any **FOUR** of the following questions: 4×10=40

13. Explain the major components of the external business environment. Discuss how environmental changes can influence an organization's strategic choice. 5+5

P.T.O

14. Write short notes on the following: 5+5
    - Value Chain Analysis
    - Balanced Scorecard

15. Discuss Porter's Five Forces model and its application for organisational improvement. 6+4
16. Explain the concept of ETOP. Discuss the usefulness of ETOP in strategic decision making. 4+6
17. What are portfolio matrices? Explain the GE Matrix. How does this matrix help strategists in organisations? 2+5+3
18. Define corporate restructuring. Discuss the strategic importance of corporate restructuring. Explain the major types of corporate restructuring. 2+4+4

<<<>>>

MIDNAPORE CITY COLLEGE
ESTD 2017
CENTRAL LIBRARY