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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)
MBA II Year II Semester Regular Examinations May 2019
STRATEGIC MANAGEMENT**

Time: 3 hours

Max. Marks: 60

(Answer all Five Units 5 x 10 = 50 Marks)

UNIT-I

1 Define Strategy. How do you consider that strategic management is a process? 10M

OR

2 "Mission" & Vision statements provide a direction to the organization. Discuss. 10M

UNIT-II

3 a What is GE 9 cell matrix? 5M

b Explain SWOT analysis. 5M

OR

4 Discuss Michael Porter's analysis. 10M

UNIT-III

5 a Explain the significance of strategy formulation. 5M

b Explain the process of strategy formulation. 5M

OR

6 How do you formulate a strategy at corporate level? Explain it with an example. 10M

UNIT-IV

7 What are the types of strategies that you learnt from Strategic management? 10M

OR

8 a What is procedural implementation? 5M

b What are planning systems for implementation of strategy? 5M

UNIT-V

9 Define strategic control. Explain the guidelines for effective strategic control. 10M

OR

10 Write about the Role of the strategist in evaluation and control of strategic management 10M

SECTION – B

(Compulsory Question)

11. Case study:

1 x 10 = 10 Marks

TATA NANO

Tata Nano project grabbed the attention of not only Indians but the entire world had their eyes glued to the world's cheapest car. Tata Motors adopted the 'Gandhian Engineering' principles – deep frugality with a willingness to challenge conventional wisdom. Nano was affordable and eco-friendly than most other cars giving a mileage of 23 kilometers per liter of petrol. Tata Motor engineers had three key requirements in mind: Low Cost, Regulatory Requirement and Acceptable performance standards. Tata Motors acquired a character of hierarchical and Vertically Integrated Company. Nano's design implemented cost-cutting measures and to conceptualize 'People's Car', it collaborated with Bosch for Engine Management System and Braking System. Modular Design and Distributed Manufacturing were adopted to build this car. Though Auto enthusiasts that include innovators and early adopters accepted it as a great innovation, pragmatists are not accepting it as a complete product. Though Nano is positioned as a 'World's Cheapest car', car is still a status symbol and nobody would like to purchase the 'cheapest car'.

Questions:

- How do you view Tata Nano—A differentiated product or low cost product?
- Despite huge market hype, the company was not able to cash upon it? Do you agree? If so, what are the reasons?

END