

W-1075

M.B.A. (General) (N.C.) (Final Year) Examination, (Distance Mode) December-2020

STRATEGIC MANAGEMENT

Paper - 205

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 21

Note : Attempt **all** questions.

Unit - I

Q.1. Define strategy? Explain the concept of corporate strategy and tactics. 14

Unit - II

Q.2. Write short notes on (75 words): 14

- a) Mission
- b) Vision
- c) SWOT analysis

Unit - III

Q.3. Explain the major issues faced during strategy implementation.

Unit - IV

Q.4. Explain the nature and process of strategic evaluation.

Unit - V

Q.5. XYZ Pvt. Ltd. is one of the largest manufacturer of Potato chips in country. It has taken control of Potato chips manufacture in UK. It is first time that any Indian company has acquired any potato chips manufacturer in UK. The name of acquired company is Chuko. The company is not only is a leader in Indian market. But also is a major exporter? The company majorly exports to Africa and Australia. Thus buying a company in UK gives them access to European markets too.

Last year Chuko faced loss and sold its shares. At only \$5.26/-. In total 40% of shares were sold. But in one year only, Chuko was able to reacquire lost market share and earn profits. The promoters of company still had 45% shares. They were not willing to sell remaining shares.

XYZ Pvt. Ltd. offered an lucrative deal where they offered to buy shares at \$8.77/- per share. But promoters maintained their stand through secondary market. Through secondary market, XYZ Pvt. Ltd. was able to acquire 40% shares. Being major share holder they were ready to take over. But at same time they also not ready to leave space for promoters of Chuko for future.

Answer the following questions from the case:

- a) What alternative strategy should be followed by XYZ Pvt. Ltd.
- b) Is the hostile take over of Chuko appropriate?
- c) Why XYZ is keen to takeover Chuko?

