

College Name: \_\_\_\_\_

Seat No: \_\_\_\_\_ Student's Name: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION DECEMBER 2016; AFFILIATED COLLEGES  
STRATEGIC MANAGEMENT; BA (H)-602  
BS – VIII**

**Date: January 03, 2017**

**Max Time: 2 Hrs**

**Max Marks: 40**

**INSTRUCTION:**

- 1. Attempt any 4 questions. All questions carry equal marks. Start each question on a new page. Do not write anything on the question paper.**
- 2. Mobile phone(s) or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q1 What are various functional strategies? Describe BCG growth share matrix, including how it is used, the four cells, and its advantages and drawbacks.
- Q2 What is an internal analysis? How is it different from an external analysis? Explain Porter's five competitive forces model in detail.
- Q3 What is corporate strategy? Explain growth strategies in detail.
- Q4 Discuss the importance of "environmental Scanning" from a strategist's point of view. Should it be an ongoing process or one time activity? Why?
- Q5 Describe a strategy evaluation framework. Explain why strategy evaluation is complex, sensitive, and yet essential for organizational success.
- Q6 Write short notes on any four of the following:
1. Delaying
  2. Management by Objectives
  3. Reengineering
  4. Mergers
  5. Hostile Take Overs
  6. Matrix Structure
  7. Decentralization

**END OF SUBJECTIVE PAPER**