

Roll No. ....

**12041**

**MBA 2 Year 3rd Semester (CBCS)  
(Re-Appeal) Examination – October, 2020**

**STRATEGIC MANAGEMENT**

Paper : 17IMG23C1

**Time : 1.45 hours ]**

**[ Maximum Marks : 80**

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

**Note :** Attempt any *three* questions. All questions carry equal marks.

**1.** Write short notes on the following :

- (a) Strategic Appraisal
- (b) Decision Making
- (c) SPACE Approach
- (d) Strategic Plan
- (e) Culture
- (f) Leader
- (g) Segmentation
- (h) Strategy Control

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2. Define the concept of decision making. Discuss various levels of approaches of strategic decision making process.
  3. Define SBU. Discuss its importance and objectives in detail. What role does environment plays in SBU ?
  4. Discuss the concept of organizational appraisal. What role does it play in strategy formulation for an organization ?
  5. Define the process of strategy analysis. Discuss BCG matrix in detail and its relative advantages.
  6. Explain the process of behavioral implementation of a strategy. Discuss role of values in it.
  7. Define culture. Explain various factors of culture. Discuss importance of culture in strategic management.
  8. Define marketing. What strategies are to be considered while planning an effective marketing plan ?
  9. Elaborate the concept of evaluation. Discuss process of strategic evaluation. What are its challenges ?
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