

Roll No.

12621

**MBA 2 Year 3rd Semester (CBCS)
2019-20 New Scheme
Examination – December, 2022**

STRATEGIC MANAGEMENT

Paper : 20IMG23C1

Time : Three 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 : Section-A is *compulsory* and in Section-B attempt *four* questions by selecting *one* question from each Unit. All question carry equal marks

SECTION – A

1. Define the following terms :

- (a) Strategic Intent.
- (b) Vision.
- (c) PEST analysis.
- (d) Value chain analysis.

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- (e) How do structural changes differ from behavioral changes ?
- (f) Corporate culture.
- (g) Give difference between strategic control and operational control.
- (h) What type of barriers commonly faced in evaluation ?

SECTION – B

UNIT – I

- 2. Highlight the difficulties encountered in studying business policy in the Indian context. How can these be overcome ?
- 3. Describe the different levels at which strategy operate ? How are the strategies which operate at different levels integrated ?

UNIT – II

- 4. Explain detail the significance of GE 9 cell Matrix.
- 5. Identify and explain the different types of strategies under stability, expansion, retrenchment and combination corporate level strategies. Quote examples to explain each of these strategies.

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- 6. Suggest practical steps that strategists can take to make a strategic use of politics and power.
- 7. Describe the major considerations before a strategist for the integration of functional plans and policies.

UNIT – III

UNIT – IV

- 8. How is performance evaluation done in public enterprises in India ?
- 9. Discuss the different types of techniques used for operational control.

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