

Roll No. ....

**12621**

**MBA 2 Yr. 3rd Semester New Scheme  
2019-20**

**Examination – February, 2022**

**STRATEGIC MANAGEMENT**

**Paper : 201MG23C1**

**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 :** Attempt *five* questions in all. Question No. 1 (Section – A) is *compulsory*. Attempt other *four* questions by selecting *one* question from each Unit of Section – B. All questions carry equal marks.

**SECTION – A**

1. Short answer questions :

2 × 8 = 16

- (a) Explain Strategic Management Process.
- (b) Explain Vision & Mission Statements.
- (c) What do you understand by External Environment ?

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- (d) Explain BCG matrix.
- (e) Importance of organization structures in strategic decision making.
- (f) Contribution of functional strategies. Discuss.
- (g) Explain Real Time Control.
- (h) Role of past experience in strategic evaluation.

**SECTION – B**

**UNIT – I**

- 2. "A strategy is a unified comprehensive and integrated plan that relates the strategic advantages of the firm to the challenges of the environment." Discuss. 16
- 3. What is Business Definition ? Explain how business definition helps in charting a strategic path for the organization to take ? 16

**UNIT – II**

- 4. What do you understand by SWOT analysis ? Discuss with an example. 16
- 5. "The strategic choice should be in line with the existing managerial philosophy and practices." Explain. 16

**UNIT – III**

- 6. "Once the basic decisions are made, implementation takes place in cascade fashion through the basic structural hierarchy of the organization." Discuss the process. 16

- 7. Leaders who apply organization development concepts will implement strategic change more effectively. 16

**UNIT – IV**

- 8. The strategic control and evaluation process require the monitoring and feedback of environmental conditions. Why ? Explain. 16
- 9. When and how frequently should quantitative results be evaluated ? Should qualitative evaluation be done simultaneously ? Explain. 16