

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
