

Roll No.

12041

**MBA 2 year 3rd Semester (old) CBCS
Examination – February, 2022**

STRATEGIC MANAGEMENT

Paper : 171MG23C1

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. Attempt any four questions from section B selecting one question from each unit. All question carry equal marks.

SECTION – A

1. Describe the following :

- (a) Political environment
- (b) Vision
- (c) Strategic plan
- (d) Strategy analysis
- (e) Ethics

12041-250-(P-3)(10-9)(22)

P. T. O.

(f) Leadership

(g) Plan

(h) Product differentiation

SECTION – B

UNIT – I

2. What is strategy? What are the objectives and scope of strategic management?
3. Define strategic management. Explain various levels of strategy. Discuss the role of strategy in mission accomplishment.

UNIT – II

4. Define organization appraisal. Explain process of organization appraisal and strategy formulation?
5. What is QSP Matrix? Explain in detail.

UNIT – III

6. Define leadership. Explain the qualities of a successful ethical leader.
7. What is business culture? How culture is formed? What are the important components of culture?

12041- (P-3)(Q-9)(22) (2)

UNIT – IV

8. Explain strategic control process. What are the different techniques of strategic control?
9. Define the concept of strategic evaluation. Why strategic evaluation is important for an organization?

12041- (P-3)(Q-9)(22) (3)