

Roll No.

12621

**MBA 2 Yr. 3rd Semester (N.S.) 2019-20 CBCS
Examination – May, 2023**

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 : All questions of Section-A are compulsory. Attempt four questions from Section-B selecting at least one question from each Unit. All questions carry equal marks.

SECTION – A

1. Write short note on the following :

- (a) Define 'strategic vision'.
- (b) Describe the three levels of strategy.
- (c) What is the difference between a horizontal and a vertical alliance ?

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- (d) What is the difference between a cost leadership strategy and a differentiation strategy ?
- (e) What do you mean by operational implementation ?
- (f) What is the significance of cultural change in strategy implementation ?
- (g) What is the importance of strategic control ?
- (h) What is a strategic audit ?

SECTION – B

UNIT – I

- 2. What are the key steps involved in the strategic planning process, and how does each step contribute to the development of a comprehensive and effective strategic plan ?
- 3. What do you understand by strategic intent ? How can a firm use strategic intent to provide a sense of direction and purpose for its employees ?

UNIT – II

- 4. How does environmental scanning help organizations identify and respond to changes in their external environment ?
- 5. What are some common frameworks used in strategic management, such as BCG Matrix and GE 9 Cell Matrix ? How can they be applied in practice ?

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UNIT – III

- 6. Explain the importance of resource allocation in strategy implementation. How can firms ensure effective resource allocation ?
- 7. Describe the significance of leadership in strategy implementation. How a leader helps in ensuring the successful implementation of strategies ?

UNIT – IV

- 8. Evaluate the effectiveness of scenario planning as a tool for strategy evaluation and control. Choose a company and provide specific examples of how scenario planning has been used to anticipate and respond to changes in the business environment.
- 9. What is McKinsey's 7S Framework, and how does it help in evaluating the effectiveness of organizational change ?

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