

Roll No.

56041

**M.B.A. 2 Year 3rd Semester
(N.S.) Batch 2011-13**

Examination-December, 2015

Strategic Management

Paper-MBA-301

Time : 3 hours

Max. 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 the examination.

Note : Attempt any **four** questions from section-B selecting at least **one** question from each unit. Section-A having short questions of 2 marks each are **compulsory** to attempt. Section-B questions carry 16 marks each.

Section-A

1. Write short notes on the following having words limits not more than 50 words :

56041-3050-(P-3)(Q-9)(15)

(1)

[Turn Over

- (a) Decision making process
- (b) Objectives of SBU
- (c) Strategic plan
- (d) Organizational dynamics
- (e) Objectives of leadership
- (f) Feedback process
- (g) Functional strategies
- (h) Strategic control

Section-B

Unit-I

2. What is strategic management ? Explain the process and approaches of strategic decision making.
3. How to evaluate corporate strategy? Define its objectives and process of evaluation.

Unit-II

4. Define the concept SWOT analysis. How internal and external fit of strategic evaluation help the organization to grow? Answer with examples.

56041-3050-(P-3)(Q-9)(15) (2)

5. What is BCG matrix? What decisions are taken during cash cow situation of the organization?
6. What do you mean by strategic leadership? How culture and values are established under strategic leadership? Discuss.
7. Discuss the process of strategy implementation. How structures and behavioural patterns are changed during implementation?

Unit-III

8. Describe the nature of functional strategies. What are the implications of functional strategies to organizational growth and development? Discuss.
9. Discuss the role of strategic evaluation and control to organizational success. Explain control techniques responsible for effective implementation to achieve success.

Unit-IV

56041-3050-(P-3)(Q-9)(15) (3)