

Roll No.

12041

MBA 2 Year 3rd Semester (CBCS)

Examination – May, 2019

STRATEGIC MANAGEMENT

Paper : 17IMG23C1

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 *four* questions from in Section – B selecting *one* question from each Unit. All questions carry equal marks.

SECTION – A

1. (a) What is environmental scanning ?
- (b) Differentiate between plans and policies.
- (c) Define strategic management and trace out its benefits and limitations.
- (d) How an organization's vision and mission act as guidelines for strategy formulation ?
- (e) What is synergy ?

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- (f) What are the ethical challenges in strategic management ?
- (g) What is the importance of matching organization structure with strategy in strategic implementation ?
- (h) Specify the steps to develop Quantitative Strategic Planning Matrix (QSPM).

SECTION – B

UNIT – I

2. What are the steps involved in Environmental Analysis ? State various external environmental factors to be considered in strategic management.
3. Distinguish between 'vision' and 'mission' statements of a firm and explain with an example a strategic fit between the business pursued by a firm and its mission statement.

UNIT – II

4. Describe BCG matrix. What is the advantage of GE Nine Cell over BCG matrix ?
5. Apply SWOT analysis for the career you have chosen to be a business professional.

UNIT – III

6. Leadership style, corporate culture, values and ethics plays crucial role in Effective implementation strategy. Comment.

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7. Strategic implementation requires support, discipline, motivation and hard work from all manager and employees.

UNIT – IV

8. Discuss the process of strategic evaluation and control in detail. What are the different methods and tools used for strategic planning and evaluation ?
9. Explain the main challenges faced in organizations in the implementation of marketing strategies.

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