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MBA 2 Yr. 3rd Semester New Scheme
2019-20
Examination – March, 2021
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 : Section – **A** is *compulsory*. Attempt *one* question from each Unit in **Section – B**. All questions carry equal marks.

SECTION – A

1. Explain the following :   8 × 2 = 16

   (a) Difference between mission and vision.

   (b) Characteristics of strategic management.

   (c) Necessity for company to go global.

   (d) Personal values.

   (e) Technology transfer.

   (f) Strategic piggybacking.

   (g) Uses of McKinsey 7-s model.

   (h) Strategic control.

SECTION – B
UNIT – I

2. "Strategic Management is the set of decisions and actions resulting in the formulation and implementation of plans designed to achieve a company's objective." In the light of the above statement discuss the process of strategic decision making. Also outline the significance.   16

3. Define the term mission. How mission statement is evaluated ? Explain.   16

UNIT – II

4. What does porter's 5 forces model convey ? Elucidate with suitable examples.   16

5. Define the term strategy. Explain in detail the corporate strategy in terms of directional strategies as growth, stability and retrenchment strategies.   16

UNIT – III

6. Analyse certain methods to implement a retrenchment strategy without creating a lot of resentment and conflict with labour unions.   16

7. Define the term politics. How do conflict and politics affect the formulation and implementation of generic competitive strategies ? 16

UNIT – IV

8. What do you mean by strategic control process ? Analyse the 'DuPont' strategic control process. 16

9. What measures an organization must adopt to stop itself from entering a decline stage of organizational life cycle ? 16