M.B.A. 2 Year 3rd Semester (CBCS)
2019-20 New Scheme
Examination, November–2023
STRATEGIC MANAGEMENT
Paper–20IMG23C1

Time allowed : 3 hours]   [Maximum marks : 80

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: 8×2=16

(a) Explain the term core competencies.

(b) What do you mean by strategic intent?

(c) What is the difference between a corporate-level strategy and a business-level strategy?

(d) Define the term 'strategic congruence'.

(e) What do you mean by resource allocation in strategy implementation?

(f) What is the role of organizational learning implementation of strategy?

(g) Describe the importance of strategy evaluation and control.

(h) What is scenario planning?

Section-B
Unit-I

2. What is the purpose of strategic management in an organization, and why is it important for achieving long-term success?

3. What is strategic alignment? How can a firm use strategic alignment to ensure that its activities are consistent with its strategy?

Unit-II

4. Explain the five forces model of industry analysis. How can a firm use this model to assess the attractiveness of an industry?

5. What role do performance metrics and KPIs play in the strategic planning process, and how can an organization use these measures to track progress and make informed decisions about resource allocation and priorities?

Unit-III

6. What are the steps involved in developing an effective strategic implementation plan? Discuss with examples.

7. Analyze the organizational structure of a company of your choice. Suggest changes to better align with the company's strategy.

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Unit-IV

8. What are the different types of strategic control that a firm can use? Give examples of companies that have used each type of strategic control.

9. Choose a company of your choice and evaluate its current strategy using McKinsey's 7S framework. Analyze the strengths and weaknesses of each of the 7S elements and provide recommendations for improvement.