

Roll No. ....

**12041**

**MBA 2 Year 3rd Semester (CBCS)**

**Examination – December, 2018**

**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 (Question No. 1) is *compulsory*. Attempt *one* question from each Unit in Section – B. All questions carry equal marks.

**SECTION – A**

1. (a) What is Strategy ?
- (b) How mission is different from vision ?
- (c) Distinguish between objectives and goals.
- (d) Differentiate between Corporate Strategy and Functional Strategy.
- (e) What is Environmental Scanning in strategic management process ?

- (f) List the criteria of strategy selection.
- (g) What are the important elements in the strategic management process ?
- (h) List the sources for Environment scanning.

## SECTION – B

### UNIT – I

- 2. Elucidate the strategic planning process with examples. How effective planning leads to Strategic Decision Making ?
- 3. Why is it so important to create a sustainable 'Mission Statement' ? While formulating the mission statement for an organization which aspects will you consider ?

### UNIT – II

- 4. Explain the various phases of strategy formulation with an illustration.
- 5. Critically examine the usefulness of BCG matrix as a tool of strategic management.

### UNIT – III

- 6. (a) Give a detailed account on various human resources activities that contribute to the effective strategy implementation.
- (b) What is the importance of matching organization structure with strategy in strategic implementation ?

- 7. "Strategy implementation is defined as the manner in which an organization should develop and utilize organizational structure, control systems, and culture to follow strategies that lead to competitive advantage and a better performance". Discuss the statement.

### UNIT – IV

- 8. Define functional strategy. Explain various functional strategies in an organization.
  - 9. Explain methods/techniques used in strategic control systems, giving examples.
-