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Roll No.

CC422

M.B.A. EXAMINATION, May 2019

(Third & Fourth Semester)

(Old Scheme) (Re-appear)

MBA203

STRATEGIC MANAGEMENT

Time : 3 Hours]

[Maximum Marks : 70

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

(2-32/13) M-CC422

P.T.O.

Unit I

1. Explain the process and significance for strategic management.
2. What is strategic intent ? Explain the hierarchy of strategic intent.

Unit II

3. (a) Explain the concept of BCG matrix.
(b) Discuss how Porter's value chain concept helps an organization in taking outsourcing decisions.
4. (a) Elucidate SWOT analysis technique for environmental scanning. What is the importance of this analysis in strategic management of an organization ?
(b) Describe PEST analysis.

Unit III

5. "Resource allocation is the prime issue in strategy implementation." Explain. Describe various techniques generally employed for allocating resources.

6. Define leadership and its importance in managing the corporate culture. How is the corporate culture and strategy compatibility assessed ? How does an organization manage diverse cultures after an acquisition ?

Unit IV

7. (a) Differentiate between strategic and operational control.
(b) Outline the various qualitative and quantitative criteria for strategy evaluation and control ? State the problems faced by strategists while fixing those criteria.
8. Describe different strategies of strategic evaluation and control with examples.