

CC422

M.B.A. EXAMINATION, 2021

(Third & Fourth Semester)

(Old Scheme) (Re-appear)

(MBA)

MBA203

STRATEGIC MANAGEMENT

Time : 2½ 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 *Four* questions in all. All questions carry equal marks.

1. Is the Strategic Management relevant in the backdrop of the uncertainties and turbulence in business market ?
2. What is the importance or role of Strategic Management ? What are the types of strategy ?
3. Explain the PESTEL and use it for analyzing competitive environment of any industry of your choice.
4. With the help of pictographic presentation, explain BCG matrix of corporate portfolio analysis.
5. Which type of leadership is best suitable for strategy implementation in an organization ?

6. Discuss the interrelation between strategy formulation and implementation. Why strategy implementation is very challenging ?
7. Draw a model for Strategic review and evaluation for a large oil company having worldwide operation.
8. Why there is need of strategic control after implementation of strategy ? If strategy is very successful after implementation, should the organization emphasize on strategic control?