

9. Write notes on :

- (a) Importance of and essential requirements for market segmentation
- (b) Barriers in strategy evaluation and control

Roll No.

12041

**MBA 2 Year 3rd Semester (CBCS)
Examination – December, 2017**

STRATEGIC MANAGEMENT

Paper : 16IMG23C1

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 : Attempt compulsory Question No. 1 from Section-A and four questions from Section-B (one from each Unit). All questions carry equal marks.

SECTION – A

1. Briefly explain the following :

- (a) Importance of strategy
- (b) Strategic competitiveness

- (c) Resource based strategy
- (d) Space approach
- (e) Matrix structure
- (f) Features of conflicts
- (g) Importance of capital structure
- (h) Objectives of strategy evaluation

SECTION – B

UNIT – I

2. Discuss the objectives and elements of strategic management. What is its significance for an organization ?
3. Describe the essential characteristics of a mission statement. How are mission statements generally formulated ?

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UNIT – II

4. Outline the various methods of organizational appraisal. How does it help in strategy formulation ?
5. What are the benefits of portfolio analysis ? Explain the method of constructing BCG matrix and highlight its limitations.

UNIT – III

6. Highlight the major issues involved in strategy implementation. How are strategies activated ?
7. What are the elements of organizational culture ? How can organization culture and strategy be related ?

UNIT – IV

8. What is the role of functional policies and policies in strategy implementation ? Which factors should be considered in developing them ?

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