

UNIT – IV

8. What is functional strategies ? What plans and policies are formed for financial strategies ?
9. Discuss the concept of strategic evaluation. Define its techniques in detail.
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Roll No.

12041

**MBA 2 Year 3rd Semester (CBCS)
Examination – December, 2019**

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' comprising of, eight short answer type questions, is compulsory. In Section 'B' you are to attempt four questions, selecting one question from each Unit. All questions carry equal marks.

SECTION – A

1. Write short notes the following :

(a) Mission

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(b) Business Unit

(c) GE Matrix

(d) Opportunities

(e) Ethics

(f) Artifacts

(g) Strategic Control

(h) Personal Strategies

SECTION – B

UNIT – I

2. Discuss the process of strategic management. Define its various approaches in detail.

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3. Define the concept of environment. Discuss its impact on strategic management. Explain its components also.

UNIT – II

4. Define the process of structuring the organizational appraisal. Explain some of its strategies also.

5. Explain the concept of SWOT analysis. How it is formed? Discuss its need and importance.

UNIT – III

6. Define the aspects of strategy implementation. Discuss the designing process of strategy implementation.

7. Define leadership. Discuss the role of leadership in strategy formulation and implementation.

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P. T. O.