

Roll No. ....

**56041**

**MBA 2Yr. 3rd Semester (New  
Scheme) Batch 2011-13  
Examination-December, 2014**

**STRATEGIC MANAGEMENT**

**Paper : MBA-301**

**Time : 3 hours**

**Max. Marks : 80**

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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 the examination.

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**Note :** Attempt all questions from Section 'A' carrying marks two each and any **four** questions from Section 'B'; selecting at least **one** from each unit. All questions of Section 'B' carrying sixteen marks each.

**SECTION - A**

1. Write short notes on the following :

(i) Strategic Management objectives

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- (ii) Strategy formulation process
- (iii) SWOT analysis
- (iv) Strategic control
- (v) Functional strategies
- (vi) Values of corporate managers
- (vii) Mapping strategy potential
- (viii) Organization structure

## **SECTION - B**

### **UNIT - I**

2. What is a strategic management ? Explain the control process of strategic management in a strategic business unit.
3. How to evaluate corporate strategy ? Explain its objectives and process.

## UNIT - II

4. What factors are responsible for product-mission matrix in an organisation ? Answer with the help of BCG model to make a right choice in this matter.
5. Write short notes on :
- (a) Conglomerate diversification
  - (b) Reasons of plough back in cash cow position.

## UNIT - III

6. Discuss the process of strategy implementation in a multinational company. Explain vulnerable situations when policies are implemented.
7. "Values and ethics are important aspects of managerial performance" Explain with examples.

## UNIT - IV

8. What is strategic evaluation and control in financial operations ? Explain its fundamental elements.
  
  9. As a manager a multinational company how would you manage functional strategies to strengthen organisational performance ? Discuss your control technique examples.
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