

Roll No.

56041

**MBA 2 Year 3rd Semester (Old) Batch
2011-13 Examination – December, 2018**

STRATEGIC MANAGEMENT

Paper : MBA-301

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' contain **eight** short answer type question of **two** marks each and is **compulsory**. Section 'B' attempt **four** questions, selecting **one** from each unit. All questions carry equal marks.*

SECTION – A

1. Conceptualize the following terms : 2 × 8 = 16

- (a) Mission and vision
- (b) Differentiation strategy

- (c) Corporate level strategy
- (d) Opportunities
- (e) Values
- (f) Competitive Advantage
- (g) Organisational structure
- (h) Focus strategy

SECTION – B

UNIT – I

- 2. What is strategic management ? Explain the role of strategy in organizational success. Discuss various levels of strategies. 16
- 3. Explain the concept of strategic business environment. Discuss its components. Why environment of Analysis is required before strategy formulation ? 16

UNIT – II

- 4. Define organizational Dynamics. Explain various business strategies and process of strategy formulation. 16

- 5. Explain SPACE approach in detail. How does it help in choosing appropriate strategy. 16

UNIT – III

- 6. When a strategy is implemented with right organizational structure the organization achieves competitive advantage, Explain. 16
- 7. Define culture. What is the role and importance of culture in strategic implementation ? 16

UNIT – IV

- 8. Explain strategic plans & policies. Discuss the importance of Financial operations in strategic implementation. 16
- 9. Write a comprehensive note on various techniques of strategic evaluation and control. 16