

12621

MBA 2 Yr. 3rd Semester New Scheme  
2019-20

Examination – March, 2021

STRATEGIC MANAGEMENT

Paper : 20IMG23C1

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 is compulsory. Attempt one question from each Unit in Section – B. All questions carry equal marks.

SECTION – A

1. Explain the following : 8 × 2 = 16
- (a) Difference between mission and vision.
  - (b) Characteristics of strategic management.
  - (c) Necessity for company to go global.
  - (d) Personal values.

21-22 (P-3)(Q-9)(21)

P. T. O.

- (e) Technology transfer.
- (f) Strategic piggybacking.
- (g) Uses of McKinsey 7-s model.
- (h) Strategic control.

SECTION – B

UNIT – I

2. "Strategic Management is the set of decisions and actions resulting in the formulation and implementation of plans designed to achieve a company's objective." In the light of the above statement discuss the process of strategic decision making. Also outline the significance. 16
3. Define the term mission. How mission statement is evaluated ? Explain. 16

UNIT – II

4. What does porter's 5 forces model convey ? Elucidate with suitable examples. 16
5. Define the term strategy. Explain in detail the corporate strategy in terms of directional strategies as growth, stability and retrenchment strategies. 16

UNIT – III

6. Analyse certain methods to implement a retrenchment strategy without creating a lot of resentment and conflict with labour unions. 16

12621- (P-3)(Q-9)(21) ( 2 )

- ✓ 7. Define the term politics. How do conflict and politics affect the formulation and implementation of generic competitive strategies ? 16

**UNIT - IV**

8. What do you mean by strategic control process ? Analyse the 'DuPont' strategic control process. 16
- ✓ 9. What measures an organization must adopt to stop itself from entering a decline stage of organizational life cycle ? 16
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