

#### Unit-IV

8. Which factors must be considered in procurement and utilization of funds ? How do they effect the profitability of an organization ?
  9. Which kind of barriers are there is strategy evaluation and control ? How can these barriers be overcome ?
- 

Roll No. ....

**56041**

**M.B.A. 2 Yr. 3rd Sem. (N.S.)  
Batch 2011-2013**

**Examination- December, 2016**

**Strategic Management**

**Paper-MBA-301**

**Time : 3 hours**

**Max. 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 the examination.

**Note :** Attempt **compulsory** question No. 1 from Section-A and **four** questions from Section-B (**one** question from each unit). All questions carry equal marks.

#### Section-A

1. Briefly explain the following :

- (a) Strategic planning levels
- (b) Vision statement
- (c) Balanced score card
- (d) SPACE approach
- (e) Tall and flat structures
- (f) Need for ethics
- (g) Objectives of operational strategy
- (h) Strategic control.

## **Section-B**

### **Unit-I**

2. Highlight the importance of strategic management for an organization. Also discuss the elements of strategic management.

3. Why is environmental analysis necessary for strategic management ? How do political-legal forces impact an organization ?

### **Unit-II**

4. Discuss the tools of organizational analysis. Highlight the role of organizational analysis in strategy formulation.
5. Write a note on BCC matrix. What are its merits and demerits ?

### **Unit-III**

6. Highlight the issues involved in strategy implementation. How is a strategy activated?
7. "The quality of leadership is an important element of the role of executives in the implementation of strategy". Discuss.