

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