

Roll No.

Total Pages : 2

43227

MBA/II/2018
STRATEGIC MANAGEMENT
(MBA/119A)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

- (i) *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
- (ii) *Answer any four questions from Part-B in detail.*
- (iii) *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. Write the short note on the following :

- (a) Meaning of Strategy. (1.5)
- (b) Vision Statement with example. (1.5)
- (c) Levels of Strategies. (1.5)
- (d) Balanced Score card approach. (1.5)
- (e) Difference between Acquisition and Takeover. (1.5)
- (f) Resource allocation. (1.5)
- (g) Leadership Styles. (1.5)
- (h) Nature of Strategic Evaluation. (1.5)
- (i) Barriers of Strategic Evaluation. (1.5)
- (j) Role of reward system in strategic control. (1.5)

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PART-B

2. Explain the process of Strategic Decision-Making with diagram. (15)
 3. (a) What are the characteristics of mission statement? (7.5)
(b) Explain the concept of Strategic Analysis and Choice with the help of BCG matrix and GE matrix. (7.5)
 4. Explain with example various types of corporate strategies. (15)
 5. (a) Describe the functional plans and policies in areas of finance, marketing, operations management. (7.5)
(b) Discuss the types of strategic control. (7.5)
 6. Design and explain the model of Strategic Implementation. (15)
 7. "Strategic Evaluation and Control is very important". Why? Also explain the techniques of Strategic Control and Operational Control. (15)
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