

Roll No. ....

Total Pages : 03

**704207**

**May 2024**

**M.B.A. (Executive) (Second Semester)**

**Strategic Management (MBA-E-120A)**

*Time : 3 Hours]*

*[Maximum Marks : 75*

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

**Part A**

**1. Briefly explain the following :**

- |                             |     |
|-----------------------------|-----|
| (a) Strategy formulation    | 1.5 |
| (b) Retrenchment            | 1.5 |
| (c) SWOT analysis           | 1.5 |
| (d) Strategic evaluation    | 1.5 |
| (e) Levels of strategy      | 1.5 |
| (f) Environmental appraisal | 1.5 |
| (g) Strategy implementation | 1.5 |

- (h) General Electric matrix 1.5
- (i) SBU 1.5
- (j) Importance of company's objectives. 1.5

**Part B**

- 2. (a) Discuss the importance of the organizational appraisal. What are the factors that influence organizational appraisal ? 7.5
- (b) Describe the BCG matrix technique in detail. 7.5
- 3. (a) How mission statement is different from vision statement ? Describe the essential characteristics of a vision and mission statements. 7.5
- (b) What do you understand by strategic decision- making ? Discuss the various factors considered in strategic decision-making. 7.5
- 4. Discuss in detail the strategic management process. 15
- 5. What are the different aspects to be considered under functional and operational implementation of strategies ? 15

- 6. Differentiate between strategic control and operational control. Explain the elements in the evaluation process for operational control. 15
- 7. Write short notes on the following :
  - (a) Diversification 7.5
  - (b) Designing organizational structure. 7.5