

01/06/24
(E)

Roll No.

Total Pages : 3

701201

May 2024

M.B.A. (Second Semester)

Strategic Management (MGT-110)

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. Write short note on all the parts of Part A.

Part A

- | | |
|--|-----|
| 1. (a) Meaning of Strategy. | 1.5 |
| (b) Company Objectives | 1.5 |
| (c) Company vision | 1.5 |
| (d) Balance Scorecard Approach | 1.5 |
| (e) Strategic Choice | 1.5 |
| (f) Resource Allocation | 1.5 |
| (g) Leadership styles | 1.5 |
| (h) Role of reward system in controlling | 1.5 |
| (i) Operational control | 1.5 |
| (j) Strategic audit | 1.5 |

M/20/10
(2)

Part B

2. What are the main steps involved in the strategic management process ? Briefly describe each step.

15

3. (a) Explain the differences between corporate-level, business-level, and functional-level strategies. Provide examples of each level of strategy and discuss, how they contribute to overall organizational success ? 7.5

(b) Describe BCG matrix. 7.5

4. Explain the strategic formulation process and its significance in organizational management. 15

5. Explain the concept of strategic implementation and its importance in the strategic management process. What are the key elements involved in successful strategic implementation ? 15

6. (a) Describe the functional plans and policies in areas of finance, marketing, operations management. 7.5

(b) Provide examples of strategic evaluation techniques or tools that organizations can use to assess the effectiveness of their strategies. 7.5

7. What is strategic evaluation and why is it important in the strategic management process ? Describe the key components of strategic evaluation. 15