

**M.B.A. (GEN.) SEM–III / M.B.A.(HR) SEM–III (2016 Course) CBCS  
: SUMMER - 2019**

**SUBJECT: STRATEGIC MANAGEMENT**

Day: Wednesday

Time: 02.00 PM TO 05.00 PM

Date: 22/05/2019

**S-2019-2194**

Max. Marks: 60

**N.B.:**

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks
- 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
- 3) Answer to both the sections should be written in **SAME** Answer book.
- 4) Draw a labeled diagram WHEREVER necessary

**SECTION - I**

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

What is Mission? Explain key elements in developing a mission statement.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

Write short notes on BCG and GE models.

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

What is strategic implementation? Discuss the concept of organizational culture.

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

Highlight the role of technology & innovation in strategic management with examples.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Components of internal environment.
- b) McKinsey's 7s framework
- c) Purpose of Strategic Control

**SECTION - II**

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

As a corporate planner of a large MNC, how would you plan the environment for the different units located at different places and belonging to different industries

Q.7) Answer the following: Attempt ANY ONE (15 Marks X 1 = 15 Marks)

- a) What is strategic analysis & choice? How will you do this? Analyze the Indian car manufacturers current strategies.
- b) "Structure follows strategy" Critically examine the statement

Q.8) Answer the following: Attempt ANY ONE (15 Marks X 1 = 15 Marks)

- a) What is basic nature of operational control? Differentiate between strategic momentum control and strategic leap control.
- b) Suggest new innovative strategies for Indian organizations to competing in global markets with suitable illustration.

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